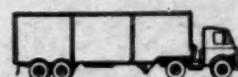




SHIPPING MANAGEMENT

AN INDEPENDENT PUBLICATION WRITTEN FOR HIGHWAY AND AIR CARGO SHIPPERS



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DECEMBER, 1961

Air Cargo Levels Sights on the Americas



Evaluating need for new motor freight shipper-carrier conference, (l. to r.): Mulhern; Langford; F. Frank; Stalle; Bracken (Chairman); and E. Buckley.

Study need for new trucking conference

As the result of a recent meeting attended by 33 shipper and motor carrier representatives in Columbus, Ohio, a committee has been appointed to determine the need for a new regional shipper/motor carrier conference within the Eastern Central territory. The meeting, held at the Olentangy Inn, was conducted by Mr. Arthur W. Todd, Director of Purchase Engineering, The Lincoln Electric Company, Cleveland, Ohio, who is also Chairman of the extension committee of the National Association of Shipper-Motor Carrier Conferences.

the committee

Appointed as Chairman of the survey committee to determine the feasibility of a new regional conference was E. E. Bracken, Manager, Bulk Truck Operation, Diamond Alkali Division, Cleveland, Ohio. Other members of the committee include E. J. Buckley, General Traffic Manager, Cooper-Jarrett, Inc., Philadelphia, Pennsylvania; F. L. Frank, Freight Supervisor, Durez Plastics Division, Hooker Chemical Company, North Tonawanda, New York; C. F. Langford, Director of Traffic, Roadway Express, Inc., Akron, Ohio; T. J. Mulhern, Supervisor of Traffic, Alan Wood Steel Company, Conshohocken, Pennsylvania; A. W. Stalle, General Traffic Manager, C. A. B. Y. Transportation Company, Cleveland, Ohio.

aims & objectives

The purpose of the committee is to determine the interest of shippers and motor carriers in such a conference, to formulate plans and subject matter for future programs, and to determine the specific area encompassed by a new conference. The committee members are to submit a report, at which time another meeting will be called of all interested parties for the purpose of taking further action based upon the committee report.

Prior to the committee appointments, Presiding Chairman Todd discussed the background and history of shipper-carrier conferences and advisory boards and, specifically, the events and circumstances surrounding the formation of the Middlewest Shipper Motor Carrier Conference. Representing the N.A.S.M.C.C. as its President, Albert W. Stout, Director of Traffic, Eastern Express, Inc., Terre Haute, Indiana, discussed the numerous areas of common interest which a regional conference of this type could logically consider. Mr. Stout stated that "shipper-motor carrier conferences

offer the opportunity to communicate and discuss freely all mutual problems at managerial levels."

"The types of subjects which might properly be brought before such a joint group of interested parties could include the matter of pick-up and delivery, small shipments, damage prevention, paper work and procedures, tariff simplification, and other similar matters."

Punish "gray area" shippers: Beardsley

The one and only answer to "gray area" highway hauling is a sharp rap across the knuckles of shippers who knowingly use illegal truckers. This is the contention of Peter T. Beardsley, general counsel of the American Trucking Associations.

According to Mr. Beardsley, if illegal transport is to be curbed substantially, a "clear awareness" is needed that it takes two to violate the law. Sharing guilt equally with the illegal carrier, he says, is the shipper "who aids and encourages his unlawful activities."

ICC "watchdog"

Mr. Beardsley calls upon the Interstate Commerce Commission to "turn the white glare of publicity upon the shippers who have, in most cases, knowingly violated the law in order to reduce their shipping costs." He declares:

"I believe that more prosecutions of illegal shippers -- not just of illegal carriers -- is required. And if the present law is so written as to make this a too-formidable task, then it's high time it was amended."

The ATA general counsel made his remarks in a panel discussion on illegal transportation practices at the 16th annual meeting of the National Agricultural Cooperative Transportation Committee of the National Council of Farmer Cooperatives at the Executive House here. Other members of the panel were Asa J. Merrill, assistant director of the Bureau of Inquiry and Compliance of the Interstate Commerce Commission, and Frank A. Smith, director of research, Transportation Association of America.

too many violations

Mr. Beardsley believes that "Violations of the certificate and permit sections of the Interstate Commerce Act rank second only to those of the late Volstead Act," during prohibition.

The Interstate Commerce Act provides for the issuance of operating certificates which authorize trucking companies to perform specific services in specific areas. The rates of

SHIPPING MANAGEMENT *Miami Symposium labels Latin America "top priority marketing target"*

Inter-American air freight is a slumbering giant. But it's about to wake up -- and then some!

Renewed prosperity in the United States and a surge of industrial and commercial activity South of the Border are already boosting the volume and value of North-South sky-lifted shipments. Nevertheless, even these gains will seem relatively puny when compared with what lies ahead, if and when the hemisphere's air freight carriers succeed in selling the air distribution concept and provide the services needed to maintain it.

problems & prospects

Evaluating current Inter-American air freight problems and prospects, and exploring ways and means to lend new "zip" to hemispheric sky shipping, were the key topics on the agenda of last month's First Inter-American Air Freight Symposium.

Held at the Miami Springs Villas on November 8th, the Miami (Fla.) session was sponsored jointly by SHIPPING

Speaking at Miami Symposium is Ben McGahey. Seated, (l. to r.): James Reinke and SM's Stanley Kermish.



such companies are subject to regulation by the Interstate Commerce Commission. Illegal truck operators seek to evade such regulation through various subterfuges.

Because of such widespread violations of the law, Mr. Beardsley says, illegal truck operators are taking "substantial tonnages" of freight away from the regulated common carriers, thereby weakening this vital segment of the nation's transportation system.

He notes, however, that both the Administration and the Congress are taking an increased interest in the problem of illegal transportation. Some relief on the problem, he said, may come from a bill introduced in the Senate in September by Sen. George Smathers of Florida, chairman of the Surface Transportation Subcommittee of the Senate Commerce Committee. The bill contains provisions which would make enforcement of existing laws easier, increase penalties and speed up legal actions against illegal carriers.

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U.S. packaging industry set to "shift instantly" to war footing

In an exclusive report last month, SHIPPING MANAGEMENT described the steps taken by Federal and U. S. airline officials to ensure the speedy recovery and comeback of commercial aviation in the event of an A-attack.

Designed to shift civil aviation from a peacetime to a wartime footing at the push of a button, the blueprint is an outstanding example of what close cooperation between Washington and industry can achieve in the interest of national defense.

But it is not the only "disaster plan" of its type in the field of distribution. The nation's packaging industry, under a program evolved jointly by packaging executives and Washington, likewise is set to meet any crisis head-on and continue to meet America's vast packaging requirements.

The National Paperboard Association and Fibre Box Association, recognizing the need for preparedness, maintain a joint national emergency headquarters which would be activated in event of nuclear attack. It is situated in a well equipped and protected shelter located in the Virginia countryside about 45 miles west of Washington, D.C. The shelter contains essential records; directories; and other information which will be needed to carry on the work of the Associations and

their respective industries should the present headquarters become inoperative. While many companies, seeing the need to be prepared, have protected their vital records and made plans for emergency operations, these are the only trade associations known to have actually established relocation headquarters.

The records and services of the National Paperboard Association, whose 92 members produce approximately 90% of the total U.S. output of paperboard, and the Fibre Box Association, with 110 members, producing about 80% of the nation's corrugated and solid fibre shipping containers, would be of great importance in a post-attack period.

emergency GHQ

The present headquarters of both Associations are located in Chicago, with offices in New York, Washington, and San Francisco. If a major nuclear attack were made on the United States, it is assumed that the offices of the Associations would be unable to function and complete authority would then be transferred to the emergency headquarters.

Albert W. Luhrs, Executive Manager of both the National Paperboard As-

sociation and the Fibre Box Association, established this site for operating the Associations in the event of need. The sheltered emergency headquarters has been constructed underground in the Virginia farmhouse of Mr. Luhrs. The location is well suited and is adequately protected to withstand the rigors envisioned subsequent to a nuclear attack on the United States. It is a sufficient distance from any large city which would be a prime target and is protected from the dangers of radioactive fallout as recommended by the Office of Civil and Defense Mobilization. The shelter is a room about 12 by 16 feet constructed inside the basement area thus providing double walled protection against radiation. Further safety from the radiation hazard is assured by the surrounding hills and water ponds. The use of the earth as a barrier constitutes one of the best and most economical means of absorbing radiation. In addition, a wind direction indicator and a radiation measuring device in the shelter would reveal the direction and intensity of the fallout.

The shelter is designed as a combination living quarters and work space, fully equipped with the recommended emergency and safety devices. It is stocked with food and water rations, emergency power, lights, candles, first aid material, ventilating system and other items necessary for survival in an emergency.

The Associations' emergency headquarters were visited, not long ago, by George Vanderhoef, Office of In-

dustrial Mobilization; Charles A. Lewis, Director, Containers and Packaging Division; and James M. Devlin, all from the Business and Defense Services Administration. These Government representatives were encouraged by the foresight of the two trade associations.

The government, through the Office of Civil and Defense Mobilization and the Business and Defense Services Administration, has been constantly encouraging industry to realize the necessity of being fully prepared to meet post-attack conditions.

The Business and Defense Services Administration, operating under the Defense Production Act has a number of functions and objectives as regards the national security. Among these are administration of the Defense Materials System which, through an arrangement of priorities, assures the military, Atomic Energy Commission and National Aeronautics and Space Administration of the materials necessary for their programs. Also in time of emergency BDSA would assist in the fair distribution of critical materials to the civilian industry. In addition it makes stockpile recommendations, appraises productive capacity for mobilization requirements, cooperates with industry in developing plans for continuing essential production and evaluates requirements of items that will be needed for survival in the event of nuclear attack.

mobilization

Among the most important of the Office of Industrial Mobilization programs is the BDSA Defense Executive Reserve. This is an organization of top executives from all segments of industry throughout the nation who are charged with the responsibility for mobilizing our productive resources in the event of war or national emergency. At present there are over 1,300 BDSA Executive Reservists, many of whom are presidents and vice presidents of their companies, and the program is being currently expanded. Should the services of the Reserve be required due to a national emergency the members would immediately become Government employees to take such action as is necessary to mobilize the productive facilities to provide for military and civilian needs. Should there be a complete breakdown in national authority the Reservists would carry out their duties on a preplanned regional basis. Many trade associations, including the National Paperboard Association and the Fibre Box Association, are represented through their members on the BDSA Reserve.

Ringsby hauling Calif.

perishables overnight

"Over-night, every-night" LTL truck service for perishable commodities via refrigerated trailers of Ringsby Truck Lines and the Fortier Transportation Company is now in effect throughout California.

The policy of daily over-night service has been in effect since September 1, according to officials of the Ringsby-Fortier operation. Ringsby, Denver-based motor common carrier, manages Fortier under authority of the Interstate Commerce Commission and the California Public Utilities Commission.

"Although over-night LTL service is not new to shippers in California," says Gail H. Crawford, executive vice-president and general manager of Ringsby, "we believe that, particularly in the field of temperature controlled commodity shipments, our extensive new-equipment inventories will mean a new high in refrigerated service in the state."

Several new Brown 27-1/2 foot double trailers, part of a recent \$2-1/2 million equipment purchase by Ringsby, have been equipped with diesel refrigeration units. Used extensively in inter-state shipping out of California, some of these units will press into service for Fortier's intra-state reefer operation.

"Our superior equipment will make a great deal of difference in assuring performance on the delivery schedules that we promise our LTL shippers," Crawford asserted, "in addition, consolidation of operations permits earlier loading, faster delivery and more rapid breakdown of LTL shipments."

Nightly refrigerated schedules currently are in effect to and from Los Angeles, Oakland, San Francisco, Fresno, Stockton, Sacramento and other intermediate points.

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Emery cuts Atlantic air cargo rates

Emery Air Freight has reduced its transatlantic rates as much as 67.3%, providing shippers with substantial savings, particularly in the heavier weight categories. The new minimum rates in the Emery tariff are from \$1 to \$4 below airline minimums.

According to President John Emery, Sr., on westbound shipments, savings apply even in the smaller weight brackets. For example, on shipments of less than a hundred pounds from Europe to New York shippers can enjoy the full Emery service at rates 5% below airline.

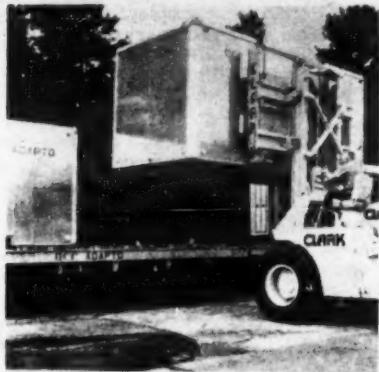
Anticipated westbound tonnage increases as a result of offering the Emery premium service at the new lower rates will enable the company to triple the number of European origin points from which direct jets are used to the U.S.A. Emery now forwards 99% of its customers' freight via jet.

The lower Emery rates went into effect recently.

Emery reportedly serves more major markets in the U.S.A. and Europe than any other direct or indirect carrier. Its premium service includes reserved space on flights of all major airlines; immediate forwarding; round-the-clock pickup and delivery service; expedited ground handling; documentation if desired; and an extensive telecommunications network; providing instant reporting and tracing service, including delivery records for interested shippers.

Forgash: Boost container use by fast tax write-off

"Fast tax write-offs --- three years for demountable truck trailers and containers and 10 years for rail flatcars --- should become a part of a Federal program of incentives to encourage the development of a standardized U.S. transport system." So says Morris Forgash, president of the United States Freight Company.



Adapto system is only one of variety of A-1 containerization concepts now being used.

Mr. Forgash predicts that the inauguration of a program of this type would allow large-scale replacement of obsolescent rail and trucking equipment. It would also make proposed construction reserves for equipment unnecessary.

Another likely result: "a scramble to standardization making plant expansion of equipment building industries a must."

"The mere announcement of a change in present tax policy," Mr. Forgash contends, "will erase remaining differences between carriers and manufacturers over devices best suited to lifting and securing standard size containers aboard truck chassis, rail cars, and vessels."

Airline urge to merge mounting: Mueller

Are the nation's local service airlines about to go on a "merger binge"? Arthur E. A. Mueller, North Central Airlines board chairman, believes so. He predicts mergers will shortly reduce the number of local service air carriers from today's 13 to seven or eight.

North Central, however, will be one of the "seven or eight airlines left," he emphasizes. Mr. Mueller maintains the airline will continue its "natural and built-in growth"; maintain its excellent competitive position; acquire cities and segments from other regional and trunk airlines; and even acquire other local service lines through mergers.

Arkansas-Best, American launch truck-air service

Another link in a rapidly expanding chain of coordinated truck-air operations has been forged by the Arkansas Best Freight System and American Airlines.

Under an agreement recently inked by ABF and American, a joint rates-routes tariff has been established for Arkansas. With final approval by the ICC and CAB, the joint operation is now gaining momentum.

Points of service under the new arrangement include all cities on the American Airlines' system -- which are all major cities in the United States -- and ABF terminal cities in Arkansas. Also included on the ABF route are Memphis (Tenn.) Texarkana, and Shreveport.

coordinated operations

"We are extremely happy to team up with the ABF lines," says Russ Thayer, director of cargo trucking and interchange, American, New York. "Joining with one of the nation's leading motor carriers, such as ABF, lets us offer improved freight service to shippers across the country."

"Joint truck-air billing will greatly simplify the shippers' paper work," a spokesman for ABF points out. "There will be only one company responsibility, one bill and a single bill of lading with this through-rate/through-route system."

A memorandum tariff has been issued by the two companies. Contained in this tariff are rates applicable via the participating carriers, detailed information concerning the documentation required, insurance charges and coverages, and lists of points served by ABF and American.

The new joint operation gives third morning service to the east and west coasts of the United States and will improve service to other points. Because they will no longer be subjected to combination rates, this agreement will result in lower total charges to our truck-air shippers," Robert A. Young, Jr., president of ABF, reports. "Shippers throughout our area will have the same fast service that is offered in metropolitan areas."



Arkansas-Best Freight System terminals feature the latest equipment and up-to-the-second processing and handling techniques. Object? Speedy, efficient, super-safe motor freight hauling.

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CAB News Notes

BOYD ON MERGERS

Civil Aeronautics Board Chairman Alan S. Boyd is taking an increasingly "tough" stand on the issue of airline mergers.

Proof? His remarks before a recent air symposium, sponsored by the Connecticut General Life Insurance Company. Held in Hartford, the three-day meeting played host to close to 500 of the nation's foremost air freight and passenger experts.

Maintains Chairman Boyd: "Time may be running out for some carriers to receive what they and their investors consider to be a fair price for merging into other companies.

"It is altogether possible that financial conditions in the industry may become worse, before they become better.

"It is my personal view that, if the carriers will not act soon in their own interests and in that of the public, the Board should institute studies of its own to develop detailed criteria for mergers and to determine what carriers should merge, in the best interests of the industry and the nation."

Concludes Mr. Boyd: "I have never understood why the airline companies cannot come to agreement on the joint use of some facilities and equipment. Pride and individual ownership is fine. But it can be unnecessarily and un-

wisely expensive to the detriment of the airlines and the paying public."

EAL TARIFF FILED

A tariff has been filed with the Civil Aeronautics Board in Washington for the first overseas operation of Eastern Air Lines' frill-free, low-cost "Air-Bus" service, originally introduced last year between three midwestern cities and Florida. The proposed new service, to start this month would operate between New York; Newark; Philadelphia; Miami; and San Juan, Puerto Rico.

Everyone to blame for transport ills

Let's face the facts! It's easy to blame carriers and Washington for many of the ills afflicting U.S. transportation today. The truth is, though, that shippers are contributing heavily to current transport problems and should assume their fair share of the blame.

This is the opinion of Bailey T. DeBardeleben, president of Coyle Lines, New Orleans. Speaking to a

recent meeting of the Traffic Club of Baton Rouge, the common carrier barge line executive declared that over-insistence by shippers on short term gains has forced rates of all transportation types to uneconomical levels. If the entire transportation industry continues its present unprofitable trend, he believes the government will soon own and operate the nation's transport plant.

Mr. DeBardeleben wants shippers to take a longer range view and to join with carriers in a "return to sane competition in shipping rates."

"The direct purchasers of transportation -- the industrial traffic managers -- are in a position to pit carrier against carrier and mode against mode in a life and death struggle for freight tonnage. This can result in chaos and destruction of essential segments of our transportation system.

Unfortunately, there are buyers who persist in just such destructive tactics. I know of no other business in this country where the purchaser so directly holds authority over the seller as in the case of transportation. The barge shipper carries a 'big stick.' With the threat of private carriage, he can drive almost any for hire carrier to lower rates," he says.

"The water carriers are providing better and more service than ever before. Tonnage handled increases annually, yet the average for-hire water carrier's net return is steadily dropping. The average barge line earnings are about 2 1/2 % on the invested capital. An investor can do better than that with a savings account in a bank," he points out.

Mr. DeBardeleben cites Interstate Commerce Commission figures to show that two thirds of all railroad tonnage is carried at less than full cost and 21% at less than out-of-pocket cost.

"Stores often use 'a leader' -- an item or items selling below cost -- to attract the customers. Never will you find a 'leader' exceeding 2% of total sales. How can any company possibly make money when two thirds of all tons move at less than full cost and 21% of all tons move at less than out-of-pocket cost? The heart of the problem is the level of rates," he maintains.

The barge line president says the trucking industry is also experiencing an unprofitable trend.

"Fundamentally, I am convinced that the buyers of transportation recognize that they cannot afford the loss of any one of the five highly developed modes. Yet in their everyday dealings in the purchase of transportation services they are encouraging a destructive spiral for the expediency of short term gains in rate reductions.

Rates which do not allow the carriers a fair return on their invested capital will lead to bankruptcy. This will bring about either government ownership of all modes or bring back the monopoly with its high rates and special favors of the early part of the 20th century," concludes Mr. DeBardeleben.

Sky cargo sparks success

of textile machine show

Air cargo's matchless speed, coupled with the new, lower trans-Atlantic freight rates, have contributed significantly to the recent "outstanding success" of the International Knitting Machine exhibition in Manchester, England.

So says Charles F. Schutze, cargo sales officer, New York, for the British Overseas Airways Corporation, which flew several textile machinery consignments to Manchester for the show.



W. Greenway
BOAC

Seventeen American textile machinery firms dispatched units to the exhibit, held from Oct. 11 to 21. Six of these, says Mr. Schutze, indicated that orders for machinery and parts had been good to excellent. Prospects that most or all of these manufacturers would ship deliveries by air were considered very good, he adds.

BOAC in late September flew eight circular knitting machines from Philadelphia and a cone winder and other textile machines from Boston to Manchester. All shipments were carried direct on its DC-7F freighter.

New Michigan Express jobs for Doty, Phelps

New duty assignments to be effective immediately for two executives of Michigan Express, Grand Rapids, Michigan, have been announced today by Gerald W. Rykse, President and General Manager.

Gordon M. Doty, Secretary of Michigan Express, assumes the editorship of the MX TIMES, a company publication distributed periodically to 6,000 employees and business associates throughout the United States. Mr. Doty joined Michigan Express in June of 1951, as a teletype operator. In September of that year he was transferred to accounting; in May of 1952 he became secretary to the President and was appointed Secretary of the company in May, 1961 by the Board of Directors.

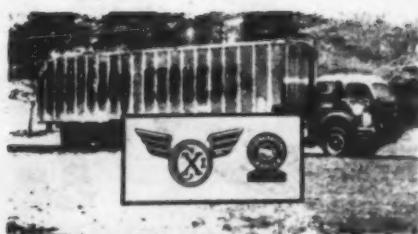
Buell C. Phelps, Manager of the Special Handling Division of Michigan Express, becomes Manager of Public Relations as an additional assignment. Mr. Phelps, a lifelong resident of Grand Rapids, has had 20 years of experience in the trucking business.

"TIME IS MONEY"!

Benjamin Franklin offered this advice to a young tradesman in 1748. Perhaps these words were important then, but today their meaning has undoubtedly increased tenfold. The fast pace of American business requires quick and dependable service of all kinds. In shipping, for example, no one can afford late deliveries. Both time and money would be lost. Next time you're shipping, choose C XI, the on-time, Class I carrier servicing the East and West.

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★ ICC REPORT ★

KNAUS ACQUIRED

Purchase of Knaus Truck Lines of Kansas City (Mo.) by Consolidated Freightways of Menlo Park (Calif.) has been approved by the Interstate Commerce Commission.

The sale contract, calling for an exchange of stock, was actually signed in January, 1958, and Consolidated Freightways has been managing Knaus for three years under a temporary order of the Commission. When the sale is formally completed, Consolidated will be able to operate it as a fully integrated part of its nationwide system, according to President William G. White.

Ezra D. Knaus founded the company that bears his name in 1930 and built it into one of the outstanding truck lines in the Middle West. With headquarters in Kansas City, it served such cities as Chicago; Indianapolis; Moline; St. Joseph; Denver; Wichita; and other Kansas points.

The Consolidated Freightways system joins the Knaus system at Indianapolis; Chicago; Denver; and Moline. Shippers in the area served by Knaus will thus be offered a direct, one-line freight service to more than 120 terminal cities

across the country, President White points out.

Principal cities served include: Boston; New York; Philadelphia; Baltimore; Buffalo; Detroit; Cleveland; Chicago; Milwaukee; Minneapolis; San Francisco; Los Angeles; Portland; Seattle; and Salt Lake City.

JOHNSON-ATLANTIC MERGER

The merger of Atlantic States Motor Lines into the Johnson Motor Lines system has been OK'd by the Interstate Commerce Commission.

Enabling Johnson to step up the tempo of its motor freight operations, the merger is the "third step completed this year" in the creation of the Johnson network. The Charlotte (N.C.) based carrier acquired Atlantic Terminals and Warehouses, Incorporated, in March of this year and the United Equipment and Service Company in July.

Johnson Motor Lines' current operations also encompass the Emmott-Valley Transportation Company, serving an area from New York City to New Eng-

land, and a portion of the former Cooper Motor Lines operation in South Carolina and Georgia.

Johnson Motor Lines entered the highway hauling industry in 1945. It presently boasts an integrated carrier system, providing service between New England and the South; regional service between the New York City area and New England; additional regional service between New York, New Jersey, Pennsylvania, Maryland, and Virginia. The carrier also blankets the Eastern Seaboard, from Virginia to Florida.

ABF-HEALZER

Approved by the Interstate Commerce Commission; a request by the Arkansas-Best Freight System (GHQ: Fort Smith, Arkansas) to purchase control of the Healzer Cartage Company of Kansas City, Missouri. Permanent authority was granted to ABF last month.

ABF has been exercising management and control of Healzer by ICC authority since September, 1959. HCC now becomes a wholly-owned subsidiary of Arkansas-Best.

Cities linked by Healzer: Milwaukee; Chicago; St. Louis; St. Joseph; Peoria; Kansas City (Mo.); Wichita, Kansas City (Kansas); Topeka; Hutchinson; and Salina.

All-weather flights coming for 'copters

Time was when the helicopter was earthbound during rough weather. Recent development of a unique integrated flight system, however, is about to change all that.

Installed in New York Airways' power-packed, spanking-new Boeing-Vertol 107s, the Lear equipment reportedly will make it possible for the 'copter line to operate around-the-clock and under all weather conditions.

Declares Robert L. Cummings, Jr., New York Airways president: "So far no other country in the world has developed the use of the helicopter to this extent. It marks another FIRST in the aviation field FOR THE UNITED STATES as well as for New York Airways. New York Airways, thus, again lives up to its reputation for leadership in this field of the air transport industry. For the first time the full potential of the helicopter can be realized."

The world's first 'copter line, New York Airways has received #1 of five 107s and is using it in training and route development. "Sometime early next month," NYA will begin operating regular 107 service on its routes.

The 107 is a twin-turbine, 25 passenger-package helicopter. It is capable of cruising at a speed of 155 MPH.



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Evansville, Indiana	HA 3-6487
Kansas City, Missouri	HU 3-9343
Los Angeles, California	AN 8-8211
Louisville, Kentucky	ME 6-1361
New York, New York	LO 4-3320
North Bergen, New Jersey	UN 3-0900
Owensboro, Kentucky	MU 3-5363
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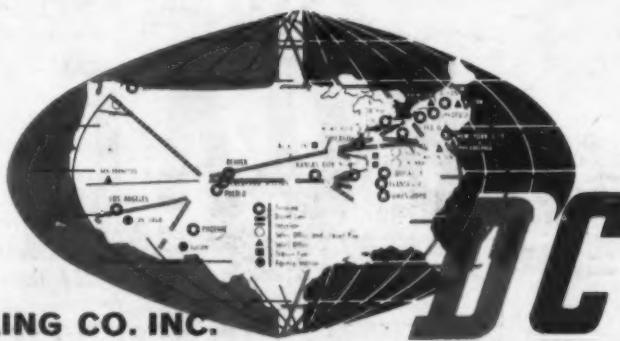
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PURCHASE OF OPERATING RIGHTS

In a recent case the Commission had occasion to review the "test of substantially" doctrine which it applies in certain purchase application cases. One carrier applied for authority from the commission to purchase and merge with an irregular route carrier. Protesting carriers argued that certain of the vendor's operating rights were dormant, and in support of this argument they pointed out that the vendor had not served certain points within the scope of its certificate.

The Commission, in permitting transfer of the entire authority of the vendor to the vendee, held that an irregular route carrier is only required to submit evidence showing that it has rendered substantial service to a representative number of points within its authorized territory in order to support the conclusion that its operations have been substantial and continuous. Because the "test of substantially" applies to a carrier's operations under its entire authority and not to its operations to specific points within its authorized territory.

the failure of the vendor to submit evidence proving a volume of movements to and from specific points did not in and of itself require cancellation of its authority to serve that point in order that the proposed transaction might be approved.

LABOR RELATIONS

In the first decision of the NLRB interpreting the 1959 amendment to the Taft Hartley law which bans hot cargo agreements, the Board held that the mere signing of a hot cargo contract is illegal. In arriving at its decision, the Board stated that the legislative history of the 1959 amendment "clearly shows that the Congress was intent upon banning the entry into such contracts". Thus, it appears that the traditional hot cargo clause, which has been contained in motor carrier contracts for a number of years, is illegal per se regardless of whether or how it is subsequently enforced.

The final word concerning the interpretation of the hot cargo ban contained

in the 1959 amendment is yet to come from the Supreme Court. Undoubtedly the Board's decisions will be appealed by the unions to the Federal Courts in an effort to uphold the validity of such clauses which the union values highly. In the meantime, the staff of the Board has indicated that it will make every effort to enforce the 1959 ban on hot cargo clauses. In another recent case the Board sought and obtained a Federal Court injunction against a union on the ground that there was reasonable basis for believing that picketing by the union was intended to force certain employers to enter into hot cargo clauses. In spite of the fact that one of the objectives of the picketing might have been to protect the jobs of the union members, the mere fact that another objective was related to hot cargo clauses, was deemed sufficient to cause the Board to seek and to obtain an injunction. It is necessary in these instances for the Board to seek the injunction, since the Norris LaGuardia Act prevents a Federal Court from enjoining picketing in a suit brought by a private party in this situation.

VIOLATIONS OF THE ACT ENJOINED

The Interstate Commerce Commission recently sought an injunction from a Federal Court enjoining the defendant, a motor carrier, from continuing to tack certain of its operating rights without using a required gateway. The defendant argued that the injunction

Hennis Freight beefs up highway hauling fleet

Hennis Freight Lines of Winston-Salem (N.C.) has taken delivery on more than a million dollars worth of new trucks and trailers. S.H. Mitchell, president of the motor carrier, says the new equipment increases the size of the Hennis fleet and replaces some old equipment.

The new equipment includes 67 heavy duty road tractors. The majority of the tractors are Macks, model H67B, with a more powerful engine than older models. The tractor purchase also includes some Dodge models.

The trailer purchase consists of 50 Fruehauf and 25 Strick models. The trailers are 40-foot volume vans with sliding dual tandems.

This latest equipment purchase continues the steady rise in the trucking industry which Hennis has experienced since Mr. Mitchell took over the line in 1946. At that time the carrier had one terminal in North Carolina and operated five tractors and 11 trailers.

Today Hennis operates more than 1,600 pieces of equipment with 35 terminals and sales offices in 14 states. It is among the top 25 motor carriers in the country and is the largest truck line in the country under single ownership.

should not be entered because it had assured the Commission that the gateway requirement would be observed in the future as a result of new procedures which had been adopted by the company.

In addition the defendant argued that the violations which had occurred in the past were as a result of the failure of the owner-drivers of the defendant's vehicles to adhere to instructions issued by the company.

The Federal Court held both of these defenses irrelevant. The Court stated that each of the defendant's steps taken to secure compliance with the Interstate Commerce Act was taken under the coercion of ICC investigation and subsequent criminal proceeding. Therefore, the Court could properly enjoin future violation of the Act since it was of the opinion that only continued pressure upon the defendant, such as had been applied in the past, will give reasonable promise of future compliance. The injunction would therefore serve the purpose of assuring that the defendant's operation in the future would be conducted in complete compliance with the Act.

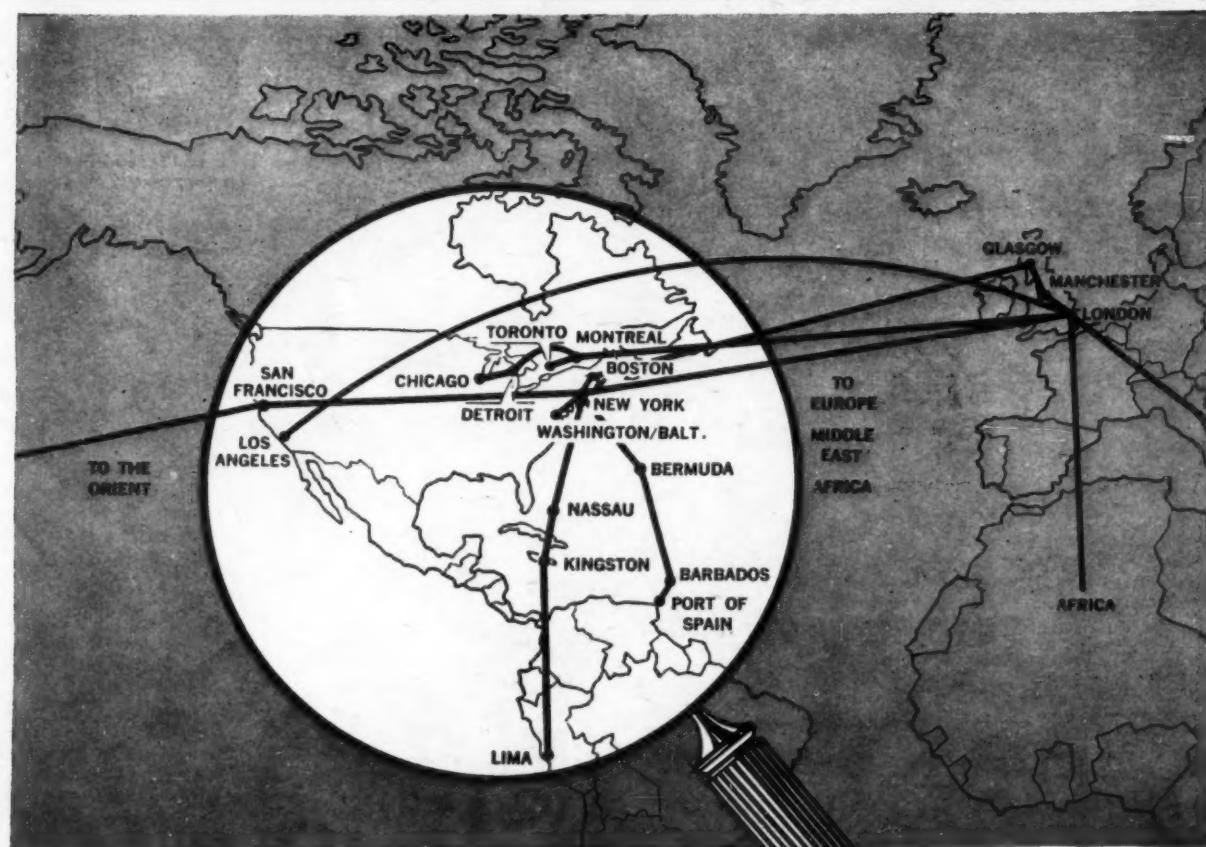
ISSUANCE OF OPERATING AUTHORITY

The Commission has continued its recently adopted policy of rejecting restrictive amendments to applications where in its opinion enforcement of the restriction would be impossible. For example, an applicant seeking authority to transport foodstuffs, when moving with other commodities requiring refrigeration, accepted an amendment requiring that non-refrigerated commodities be moved with foods requiring refrigeration while moving under refrigeration in vehicles equipped with mechanical refrigeration. The Commission, however, held that this latter restriction would place an intolerable enforcement burden upon it, and therefore simply granted the applicant the right to transport foodstuffs in vehicles equipped with mechanical refrigeration.

In another case the applicant proposed to transport the involved commodities "in peddle service only". The Commission in granting the authority declined to impose such a restriction on the ground that it was indefinite and incompatible with effective regulations. The Commission stated that there was no precise meaning which could be attributed to the restriction because the number of delivery stops, the maximum weight of a shipment allowed to be delivered to one consignee, and the other aspects of such service had never been officially formulated.

Benninger named to Flying Tiger board

Upper to the board of directors of the high-flying Flying Tiger Line: Fred Benninger, the all-cargo carrier's VP-Treasurer. Mr. Benninger joined FTL shortly after its organization in 1945 and has headed the company's treasury department since '46.



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HIGHLIGHTS OF THIS ISSUE

Air Cargo Levels Sights On Americas:
First Inter-American Symposium P. 1

U.S. Packaging Set To Shift From
Peace To Wartime Footing Instantly..... P. 2

Arkansas Best Freight-American Air-
lines Ink Truck-Air Agreement P. 3

CAB News Notes..... P. 4
Motor Carrier Dicta P. 6
Helps For Better
Shipping P. 16
Transportation
Newsmakers P. 18
Trucking News
and Views P. 20



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A pallet accommodating only six square
13-gallon glass carboy cases holds 12
snugly nesting octagonal composite
wirebound - polyethylene containers.
Thus, pallet capacity has been doubled
as to number of containers, but gal-
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from 78 to 180 gallons, or over 125
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The new octagonal wirebound over-
wrap is engineered so that the pro-
truding neck of its cylindrical
polyethylene drum is just below the
level of the end cleats. This permits
pallets loaded with filled containers to
be high-stacked securely. At the
Mobile warehouse, they are stacked
four high, as high as the ceiling per-
mits.

The filled containers are shipped by
common carrier, mostly trucks, to
F. H. Ross & Co. customers over a
wide area.

Mattis and Counts agreed that cus-
tomer reaction to the octagonal
wirebound composite container with
increased capacity and lower tare
weight has been highly favorable. Be-
sides reduced freight charges due to
the lower tare weight, customers who
receive the containers in consider-
able numbers profit from more econo-
mical handling and storing.

Formation of the Highway Trailer
Finance Company of Edgerton, Wis.,
has been announced by Hayward Wills,
vice president of the General Accep-
tance Corporation, and Charles N.
Maybruck, executive vice president-
finance of the Highway Trailer Indus-
tries Company.

*This advertisement first appeared in December, 1955.
It is being reprinted by request.*



in terms of human values...



This Christmas, we at Spector are again privileged to
make a significant contribution to needy charitable organizations
in the name of our customers.

We are deeply gratified that our Christmas Observation Program so clearly
reflects the attitudes of the men and women of the transportation community.
For we, like you, are firm in our conviction that the true interpretation
of the spirit of Christmas can be made only in terms of human values.

In furtherance of our Christmas observance policy, we have requested our
scores of suppliers similarly to forego the sending of tangible gifts to any of us.
A card, a note, a call . . . and a continuing interest in our growth and
well-being . . . will make our holiday season a most complete and satisfying one.

And so, for the less fortunate who on this day will benefit from your
Spector routed Christmas gift—Merry Christmas.



*season's greetings from the men and women of **SPECTOR***

SPECTOR FREIGHT SYSTEM, Inc. Chicago 8

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Inter-American Air Cargo Symposium

(Continued from Page 1)

"Air shippers demand good service"---Reinke

One of the Aviation Trade Publications (not SHIPPING MANAGEMENT) which ought to know better, recently asked the rhetorical question: "What would be the objection to filling the available weight on Jet Aircraft with Air Freight?"

Answering his own question, at least in part, the writer of the editorial then suggested that "If shippers could book space the way passenger space is booked, they would be inclined to make air shipments a regular and considerable part of their business practice."

May I at this point say "Amen!" -- but please don't leave the room because this is only my opening quotation from Scripture -- the beginning and not the end of my brief Sermon!

Certainly there is no objection to putting air freight on Jets -- nor to reserving space for it. As a matter of fact Eastern has been doing exactly that for the past few months -- with considerable success I am happy to state. As a regular part of our day to day business, we book and carry reserved air freight on all of our scheduled domestic and international Jet flights with the single exception of our daily northbound departures out of Mexico

City (A high altitude airport which somewhat restricts our capacity).

Up until the time of the Jet Age the Airlines had to contend with a very serious roadblock in the development and carriage of air freight on the combination (or passenger/cargo aircraft) as opposed to the "All-Cargo" aircraft. Basically, the problem was the unpleasant fact that -- with a full load of passengers and their baggage, together with the normal fuel requirements of the aircraft -- the freight, in many cases, could not be boarded because of weight restrictions and had to be left behind.



Reinke

These operational problems had a very negative effect on the people in

the field whose job it was to sell and service Air Freight.

Consequently, much of the thinking began to be concentrated on the development of the "All-Cargo" aircraft -- or "Flying Freighters."

However, with the development of the DC-8, the Boeing 707 and 720, and other Jet combination aircraft which are not as yet operational, we are entering into a new era of flexibility and profitability for the Airlines insofar as the carriage of Air Cargo is concerned. No longer is it necessary for Air Freight to ride on a "space-available" basis with the resultant uncertainty as to the time of ultimate delivery at the destination.

Under normal flying conditions and with a full load of passengers and fuel, one of our big Douglas DC-8's has a potential cargo capacity of better than 10,000 pounds and the big Boeings can do better than that -- in other words, each of these aircraft has a cargo capacity of approximately one-third that of our Super Constellation Flying Freighters.

Now, my whole object in saying all this is to remind you that too many people in the air shipping business have in the past overlooked the tremendous potential for air cargo development that lies right under our own floorboards -- the space available and largely unsold

which is to be found at their feet, so to speak, in the regular Jet Passenger Aircraft -- planes which today might more properly be called "Dual-purpose Cargo/Passenger Aircraft".

The principal advantages of using such combination vehicles for Air Cargo are, of course, their great speed, their frequency of operation, and the dependability of their schedules.

On Eastern Air Lines we serve 119 metropolitan communities in 27 States -- flying over 19,434 route miles with 1,700 flights daily (meaning actually flight segments or intercity "hops".)

Our new winter schedules will provide an unusually heavy schedule of Jet service from northern points ranging from Boston to Chicago and feeding directly to South and Central America through the Miami Gateway.

the right approach

While we have, perhaps, been inclined -- as have other in the industry -- to focus much of our Air Cargo Advertising and Sales effort in our Fleet of "All-Cargo" "Flying Freighters" which we operate five nights a week over our major North-South routes, the fact remains that over 85% of all the cargo we carry moves on the regularly scheduled dual-purpose Aircraft.

During October of this year -- the first full month of operation since we began reserving space for Air Freight on our Jet Fleet -- our freight volume showed an increase of 15% over the previous month -- and approximately 50% over the same period a year ago.

Although the idea of moving both passenger and freight on the same vehicle or vessel is not new -- ships have been doing it since prehistoric man learned to navigate rivers with boats made of animal hides, birchbark or hollow logs; the "Mixed Train" has long been familiar to Railroaders and the "Station Wagon" -- so important a medium of transportation for families and their goods in this automotive age -- owes its genesis to a horse-powered rig of another generation.

It is only recently, however, that Aircraft have reached size and have a sufficient reserve or power to insure that they can -- and do -- carry Air Freight on virtually all flights -- and not just at times when there is a dearth of revenue passengers.

Last May, at a Staff Meeting of Eastern Executives here in Miami, I referred to Air Cargo as one of the last great frontiers in the field of commercial Aviation and stated our opinion that there would be no major breakthrough overnight as the result of merely lowering the rates so that the market would fall into our laps just for the asking.

minimum rate revoked

Today, in spite of the fact that the CAB has revoked the Minimum Rate Order -- thus removing the floor on the rates which individual Air Carriers may charge for their services, we still hold to this opinion.

One Carrier has precipitated a new round of rate cuts which will eventually effect our major markets and we will -- in self-defense -- be obliged to meet the new rates as they develop.

When this happens we can advertise and promote lower rates for our product "Air Cargo" and I am sure that most salesmen will agree that, generally speaking, it is somewhat easier to sell a good product at a lower than at a higher price.

This brings us to the point where perhaps we should stop for a moment and evaluate the product which we are offering to the public for sale -- AIR CARGO SERVICE!

Most of the cargo complaints which we receive are occasioned by service deficiencies. Most of the reasons given for a failure to use Air Freight -- or to use it more frequently -- cite as the primary reason "lack of dependability and assurance that the shipment will be delivered to its destination WHEN THE CUSTOMER WANTS IT THERE."

In short, the prime consideration of our present and potential shippers is GOOD SERVICE AND DEPENDABILITY. Price is secondary in many cases.

SHIPMENTS ARRIVE SAME DAY!



Got a shipment going hundreds of miles? Get it out by 9 A.M. . . it arrives the same day! Got a shipment going about 50 miles? Ship it out around 9 A.M. . . it's there by noon!

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway . . . right to the center of town. Greyhound travels over a million miles a day! No other public transportation goes to so many places--so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day . . . seven days a week . . . including weekends and holidays. What's more, you can send C.O.D., Collect, Prepaid . . . or open a charge account.

CALL YOUR LOCAL GREYHOUND BUS TERMINAL TODAY...OR MAIL THIS CONVENIENT COUPON TO:

GREYHOUND PACKAGE EXPRESS
Dept. M-5, 140 S. Dearborn St., Chicago 3, Illinois

Gentlemen: Please send us complete information on Greyhound Package Express service . . . including rates and routes. We understand that our company assumes no cost or obligation.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____ PHONE _____

CITY _____ ZONE _____ STATE _____

IT'S THERE IN HOURS...AND COSTS YOU LESS!

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DEPENDABILITY has become a major objective on Eastern Air Lines. Those of you who have watched our "On-Time" performance rise during the past summer from a point near the bottom of the League to the Top may already be aware of this.

Yes, combination Aircraft possess the greatest potential for the future development of Air Freight traffic -- particularly for that traffic which moves between our Eastern Seaboard and Mid-Western Cities through the Great Miami Gateway to and from Latin America thanks to the fact that:

Miami is a famous vacation resort.

Its Airport has been developed into one of the Nation's most modern facilities.

And its services have been steadily increased to make the Miami International Airport one of the busiest hubs on the Air Map of America.

Eastern alone operates direct flights from Miami to some 58 other major communities and there is hardly any sizable community in the United States or Canada to which some form of daily air service is not offered.

Yes, the scheduled airlines are finally coming of age insofar as Air Cargo is concerned and it is the lift capability of the big "Dual-purpose" Jet Aircraft which is making this possible.

We have been moving along the bottom of the valley for a long time and the only place the industry can go from here is "UPI!"

Because of the importance of the various speeches made at the Miami Symposium, SM has run them in greater depth than usual. As a result, rather than cutting them, we will present the talks given by Tom Griffin; George McGahey; and Edward Preston--complete--in our January '62 issue.



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"Air cargo poses a challenge to packaging to develop new concepts and new packaging ideas" ---Dare

United Air Lines welcomes this opportunity to participate in the first annual Inter-American Air Cargo Symposium. As a NEW CITIZEN of the Great state of Florida and this dynamic Miami area, we are indeed grateful for the invitation to join in the effort. And, as new members of this community, we fully recognize our RESPONSIBILITY to provide a type of service that will enhance Miami's many attractions, not the least of which is its enviable



Dare

position as - The Gateway of the Americas.

Among the hardest things in the world to do are, it seems to me: to climb a ladder when it's leaning toward you - to kiss a lovely gal when she's leaning away from you - and, for me to try to tell any packaging expert anything about packaging...so I'll not try.

But the packaging industry, like every other segment of our dynamic industrial complex, is not self-sustaining. We are all dependent upon others. Packaging would not long endure if there were no products to be packaged. Conversely, packaging greatly enhances the value

of most products. The packaging industry and mine have a dependent relationship with each other. Neither packaging nor transportation could exist without the other. Developments in packaging have an influence on transportation and conversely changes in transportation influence packaging concepts.

The impact of Air Cargo on the packaging industry promises to be substantial. This impact will affect the immediate as well as the long-range future of many packaging companies. In some instances containers may be eliminated altogether, and whole plane-loads of a single commodity may be shipped in bulk. This will be less likely by air however, than by truck, rail or boat. For the airplane is basically a package-carrying not a bulk-moving vehicle.

Air Cargo's impact on packaging therefore will not be so much to eliminate packages. Rather, it lies in the challenge it creates to develop new packaging CONCEPTS and new packaging IDEAS.

Changes in modes or methods of transport, like changes in products characteristics, frequently dictate changes in packaging requirements. The airplane is rapidly becoming an accepted vehicle for movement of goods. Its acceptance as a mail and passenger vehicle is readily recognized. Indeed it has completely changed our previous concepts of communications and travel. It is now changing our concepts of world commerce very rapidly.

delivery speed

Delivery speed via Air Cargo is creating a strong impact upon the manufacturing, marketing, distribution and financial functions of many progressive companies even today. As packagers of their products, package manufacturers must meet the changing packaging needs of these firms who are their present and their potential customers. Perhaps of equal importance, many package manufacturers will be called upon to develop NEW packages for NEW products and NEW distribution systems being developed because of air delivery. Air distribution promises to foster the development of revolutionary ideas for packaging MANY products.

These new packaging concepts will bring changes to manufacturers' entire organizations. Current concepts of package DESIGN will be affected. This will lead to development of new packaging materials. Designs and materials affect manufacturing PROCESSES. FINANCING will be required for new machines. SALES will increase and MARKETS will expand. Indeed packaging markets will be influenced more and more by Air Cargo.

Inherently, air transportation provides many opportunities to reduce packaging costs. Long distance nonstop flights obviously reduce the number of exposures to risks or theft, pilferage and loss. Similarly, fewer handlings reduce exposure to damage. Bumping and thumping across fewer miles of roads, roadbeds and rough water often lessens requirements for packaging material, both in quantity and quality. These inherent qualities frequently result in less tare weight, which further contributes to lower air shipping charges. Also, with less packing required, many firms find their unpacking and refurbishing costs at destination are greatly reduced. To some firms these inherent cost savings via air are appreciable. Boeing and Douglas Aircraft Companies, for example, saved enough in packaging alone to pay the appreciable difference in rate between carload-rail and air freight on their jet engines. \$1,750 hermetically sealed steel containers, weighing 3,800#, were replaced by reusable shipping bucks and nylon zippered bags. But, although several such examples can be cited, our experience indicates reduction of packaging cost as such, is generally not a significant advantage for Air Cargo in domestic commerce. Perhaps a more significant difference exists in Inter-American commerce, however. In any case, packaging IS a cost factor that most progressive managements include in studies of their total physical distribution costs.

Therefore, in spite of these inherent advantages, air carriers have poured considerable time, effort and money into other areas aimed at minimizing

Routine or rush,
specify Delta Jet Freight —

FLIERS BECOME FRYERS



Quick chick trick performed daily by Delta puts poultry on nationwide markets chirping bright. And Delta's fast Air-Truck service now includes markets miles around airport cities. 25 pounds or 5 thousand, always check how little by Delta Air Freight.

EXAMPLES, DOOR-TO-DOOR:
100 lbs. New York to Houston ... \$21.10
300 lbs. Miami to Chicago ... \$28.95



DELTA

the air line with the BIG JETS

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On Page 16

**No Matter What
Common Carrier
Transportation
You Purchase, It
Can Cost You Less
To Distribute Your
Shipments To The
Carolinas Via**

Central Motor Lines

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Another Outstanding New Product from Chippewa

for the ultimate in surface protection and cushioning

Chippewa
BRAND NEW CORRUGATED
COTTON-PAK

For Specific Application Meets Military Spec. MIL-P-116C

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Inter-American Air Freight

(Continued from Page 9)

costs for packaging for air shipment. First, we recognize the best offense is generally the best defense -- that no one benefits from loss or damage claims. Therefore considerable time, effort and money are directed toward claims PREVENTION. Proper initial packaging is one avenue which minimizes wasteful claims. The airlines cooperate closely with package manufacturers and shippers in the development of safe and efficient product packages.

container designs

Secondly, we have designed several types of containers to reduce loss and damage exposure. Pan American Airways alone offers eight types of containers. One fibreboard type is available in two sizes - the larger one to consolidate small pieces for all-cargo flights and the smaller for their combination aircraft. The balance are designed for specific purposes -- horse stalls, cattle pens, dog kennels, animal cages, household goods and garment bags. Domestic carriers offer similar container services but in somewhat different forms. Our cargo-liner container, for example, is made of metal with rollers to allow reuse.

Also, air carriers recognize that packaging is occasionally the KEY that opens the door to new air cargo markets. Flowers offered tremendous air freight potential. Many man hours and many airline dollars went onto helping to develop better packages for airborne flowers. Today flowers rank high on our list of top revenue products. Tropical fish is another example although its potential is smaller. One of United Air Lines' salesmen in Boston worked closely with the lobster people and Hinde-Dauch in development of an accepted lobster air-pak to replace the leaky barrel formerly used in rail express distribution. Our lobster revenues now exceed \$100,000 annually.

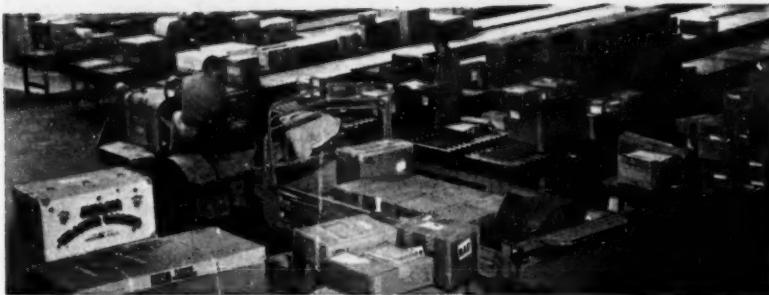
But, basically we find packaging for Inter-American air commerce differs VERY little from packaging similar items for domestic air commerce. True, some Latin American origin and destination points are located in tropical climates. So are some domestic points. They should be packaged quite alike, it seems to us. Other Latin American cities are comparatively inaccessible. These require packaging subject to similar inaccessibility if the destination is in the U.S. Some products may require silica jell or some other substance to absorb moisture in high humidity areas. It doesn't seem to matter whether such areas are in Latin America or the U.S.A. The criteria for packaging a product for air commerce, therefore, seems to differ very little, if at all, merely because it goes across Latin American boundaries, or flies over water rather than over land.

I, therefore, can offer no specific trends or developments in packaging that apply solely to Latin American air commerce. On the other hand, so many developments are taking place in packaging generally, it would be difficult to isolate any of them as having application solely to Latin American commerce.

special packing needs

Obviously some Latin American products, just as some North American products, need special packaging. But these differences are due to product differences or mode differences rather than differences in destinations. For example, a corrugated box had recently been developed for bananas. It has changed the old concept of shipping bananas affixed to stems in wooden boxes or crates. Similarly, coffee, I understand is being processed and powdered on or near some Latin American plantations. Plastic bags keep moisture out to prevent the powder becoming syrup. But, in both cases the better package that has been developed is usable in all air commerce, both domestically and internationally.

Therefore, before this group of Inter-American shipping experts, I'll not try to expert packaging for Inter-American air shipment, as such. Rather, I'd like to provoke your thinking toward the greater impact air cargo will have upon the packaging industry THROUGH ITS CUSTOMERS. Perhaps together we can provoke some thinking that will lead to our mutual benefit today and in the future. Perhaps it will pay us to look at a few aspects of air cargo which will have an indirect but a very profound impact on future packaging.



Today the air cargo industry is poised for unprecedented expansion. The reason? Jet Aircraft! Jets will enable the airlines to move air freight profitably at average rates of 10¢ per ton mile. This is less than half today's average rate and is very comparable to today's average LCL or package rates for comparable weights and distances. The result will be a phenomenal growth in air cargo volumes and a rapid acceptance of air freight as a

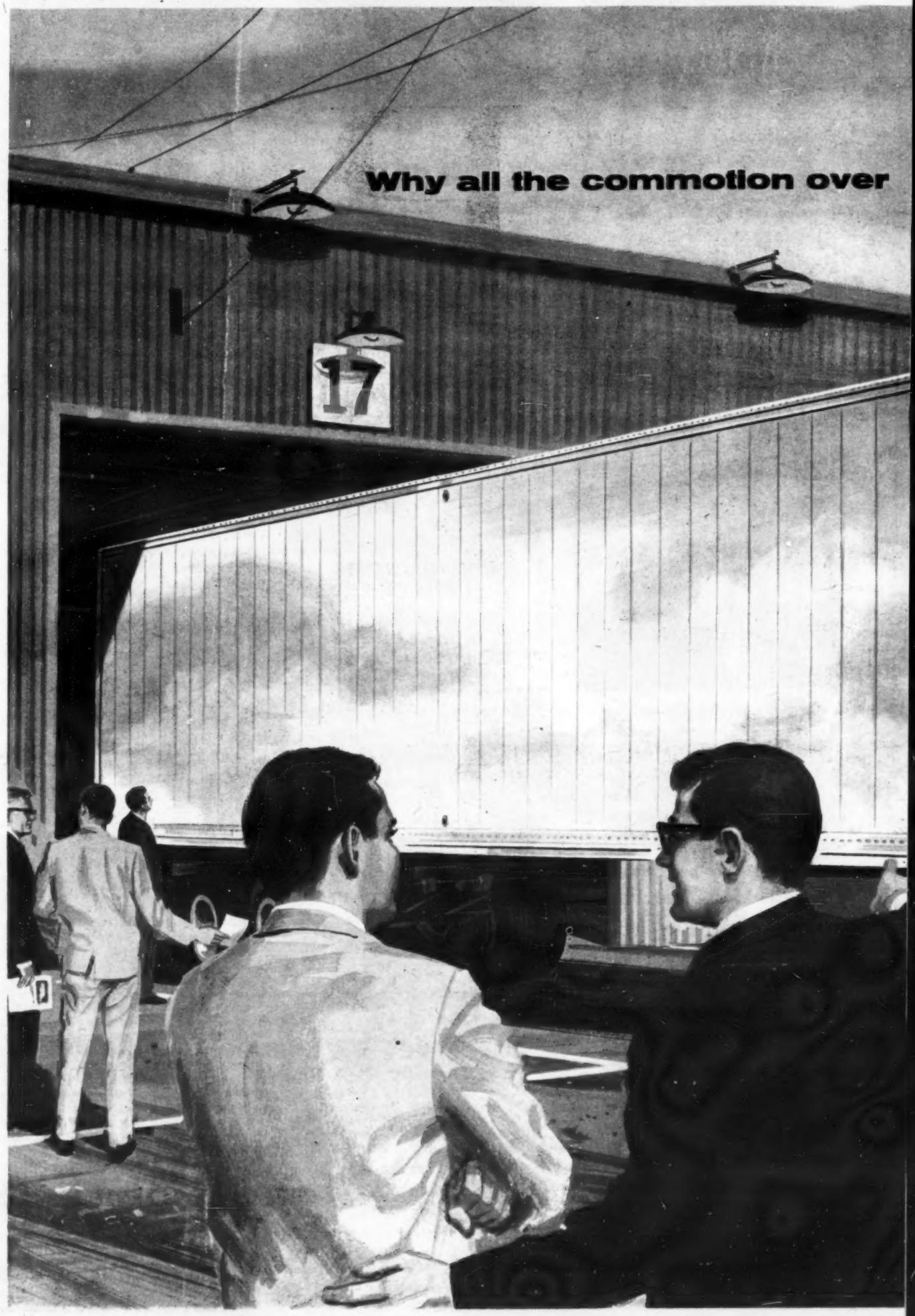
normal mode of transportation. Today air cargo is looked upon primarily as an emergency solver - to be used only in emergency. The Jet Cargo Airplane promises to change this.

UAL terminal in action

Stanley H. Brewer, Professor of Transportation, University of Washington, Seattle, following an exhaustive study in 1959 forecasted U.S. air cargo growth from 1 billion ton miles in 1958

to 40 billion by 1975 - a 40 times growth in 17 years. (When I last saw Stan at the recent PGA Tournament he said his forecast is "on the button" for the first 2 1/2 years) At 10¢ per ton mile, 40 billion ton miles will produce 4 billion in revenue from air cargo in the year 1975. Total U.S. airline revenues from all sources in 1960 was \$2,800,000,000 with cargo contributing only about 6.5% of this. And yet, with this 4,000% growth by 1975, air cargo will still account for less than 1% of total domestic and U.S. foreign freight movement. We therefore envision this tremendous expansion without benefit of raw materials from the mines, forests or farms. Such materials will continue to move under much lower bulk rates. So, air cargo's phenomenal growth will take place in PACKAGED commodities.

Occasionally, companies, not unlike yours and mine, have emergencies arise which demand fastest possible delivery. Cost is secondary. Air cargo - be it air parcel post, air express or air freight - now provides fastest delivery at relatively low cost. So air cargo solves these emergencies. Consequently it has become recognized primarily as a premium rated emergency transportation service.



Obviously the expected unprecedented expansion of air cargo will not come from these emergency shipments. (Many of us will move in with our psychiatrists if it does) on the other hand, we are not so naive as to believe profit-minded businessmen are going to fly their products to market just because THEY like to fly. Flying must be more PROFITABLE. Profit is the prime mover in business decisions and actions. . . . And PROFIT FOR THE USER is the only basis upon which air cargo can achieve its rightful status in the dynamic fields of distribution and procurement.

How, then, you may ask, can air cargo with its higher rates be profitable for business except in solving emergencies? How can payment of higher transportation costs possible increase a company's profit?

Up to the advent of air freight, just 17 years ago last month, premium transportation couldn't be profitable, except for emergencies. The limited time saved just wasn't that valuable. Initial air freight rates, too, were uneconomical because costs of operating the good old DC3 exceeded revenue producing capability of that airplane. Air rates just couldn't compete for widespread routings. Then the DC4,

and now the DC6A and DC7A aircraft with 30,000#-35,000# cargo capacity have replaced the DC3. They reduced costs somewhat but still produced no airline profits. The economies of their greater speed and capacity however have allowed gradual rate reductions. Surprisingly, few companies realize that today air freight rates generally offer direct savings compared with such premium surface rates as Railway Express. But, by comparison with LCL and LTL, air rates are still premium. And traffic managers avoid premium rates when possible. So although domestic air rates have dropped from 80¢ to 20¢ per ton mile, air cargo contributed less than 0.05% of total domestic freight movement in 1960.

technological changes

Anticipating significant technological developments in aircraft design and power plants, United and several other air carriers sponsored an air freight study back in 1953. This was two years before the first jet aircraft order. Howard T. Lewis, Professor of Marketing, Harvard Graduate School of Business Administration, was chosen to undertake this study. He had just completed a far-reaching study of world

wide logistics problems for the U.S. Air Force, so was well-qualified. In the Fall of 1956 his report "The Role of Air Freight in Physical Distribution" was published by the Harvard Business School. Contrary to the hopes of several of us cargo sales managers, Dr. Lewis' report did not offer an panacea. It did not lay out a complete detailed cargo sales program.

The Harvard report, however, did refine our problem. It provided us with a concept. It also concluded that air cargo's value varied by industry, by company and even down to individual products in many cases. The concept can be stated in many ways. In Professor Lewis' words - "The ultimate purpose of transportation should be to reduce the expenses of production and distribution - not the cost of transportation, as such." He pointed out that too many companies still look upon their traffic department as the buyer of cheapest available transportation per se. This philosophy, he said, proved successful during the era from 1860 to World War II. The railroads provided more profitable deliveries than canal boats and prairie schooners. The advent of reliable truck transportation during the '20's brought the convenience of door-to-door service into LCL

transportation. Trucks reduced overall delivery times some, but actually very little. Significantly though, they did provide a choice between modes, though delivery-time differences were small. Improvements in these modes have been fostered by the strong competition that has grown between them. Dieselization, containerization and superhighways have all contributed to greatly improved service via surface carriers of packaged goods. No country in the world enjoys so much choice of good transportation.

But basically, not until the advent of the airplane as a commercial vehicle has time-of-delivery become a significant factor in either domestic or foreign commerce. The airplane operates over direct routes at high speeds and gives a smoother ride to cargo. It also operates directly to and from interior points in overseas commerce. Its drastic reduction in transportation time fills a basic need for our complex, widespread industrial firms. Without such fast deliveries, complicated and costly systems of branch warehouses have sprung up throughout this country and the world to keep pace with industrial growth dictated by public demand for better products. Manufactureres found such systems, even with duplicated inventories and high operating costs, more profitable than other available alternatives. Wholesalers and retailers had to maintain excessive inventory levels because replacement time cost them lost sales during "out-of-stock" periods. So business men have invested BILLIONS of dollars in warehouse systems and duplicated inventories over the years principally because transportation couldn't keep pace with basic needs of our dynamic industrial growth. The airplane has the capability to appreciably reduce total time from procurement of materials to delivery of finished products.

distribution complex

Why then hasn't air distribution more fully met these needs and become fully accepted by industry? Most obvious, of course, is the mere fact that existing complex distribution systems are fulfilling industry's needs. This is a difficult argument to refute in many companies. On the other hand, many new companies and new industries are springing up. They are looking at air distribution through different eyes and many of them are keeping their physical distribution systems flexible with wide use of air freight. Electronics, optical goods, pharmaceuticals, stylish apparel are just a few examples.

Many of the most progressive older companies in most every industry that package their products are exploring air distribution's applications within their existing systems. Many are finding that 80% of sales comes from about 20% of their product items. They are beginning to question the high cost of keeping the other 80%, their slow-turn items, stored in warehouses across the land and across the seas. They recognize that sales - not dead inventories stored in costly warehouses - produce profits . . . that air freight can increase turnover of the fewer dollars required for inventory. They find with air freight they can deliver from a single plant warehouse to all but a few minor customers just as quickly as from their several regional warehouses or even overseas plants. With service as good or better by air, the question then centers on comparative costs.

Higher air freight rates, based upon piston-engined aircraft operating costs, have been the second reason air distribution has been accepted more slowly than early forecasts assumed. However, even at rates doubled those of surface modes, several firms are using air freight for all shipments going beyond overnight by surface. They have found higher transportation costs have been more than offset by reducing inventories, field warehouses, labor requirements and capital investments. The "Total cost of physical distribution" concept was the key to air freight sales. It was well defined by the Harvard study. This concept is being used by the airlines to bring the story of air cargo profitability to those firms that can profit today by its use. We are pointing out that for the first time in our lives, time wasted in delivering goods costs money, just like time lost by surface TRAVEL does. These prospects naturally ask us to prove that time now has value in distribution.

So in United Air Line we designed an air freight profit analyzer. This attractive six-page gate-fold brochure is a tool for evaluating air freight. It provides an effective TWO-STEP method for EVALUATING air freight as a basic tool for any company's procurement and distribution functions. It

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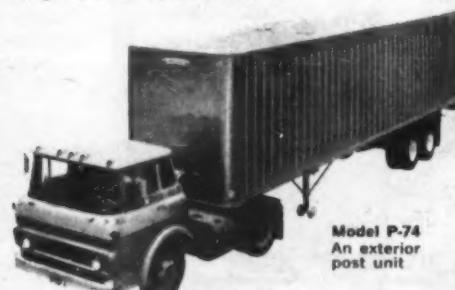
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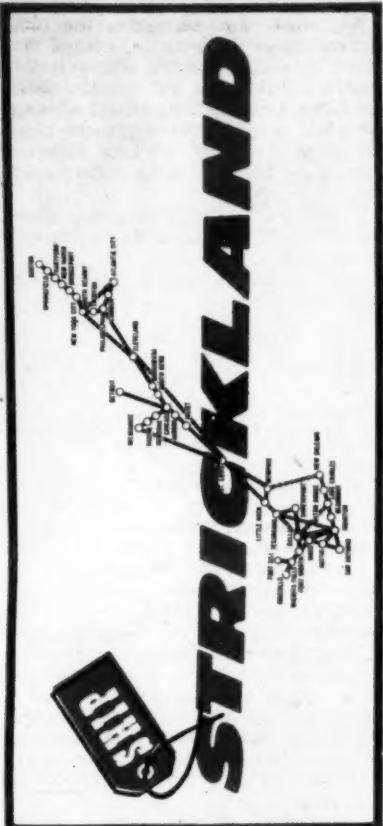
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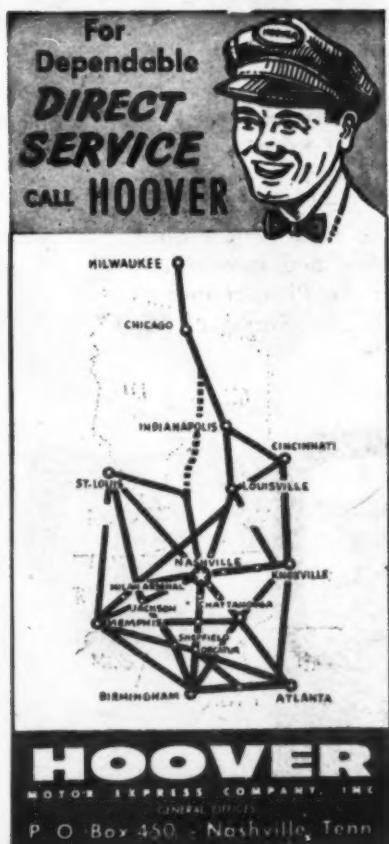


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Inter-American Air Cargo Symposium

(Continued from Page 12)

international air freight for Miami. Each and every pound is predestined for some airline to carry to its final destination. The benefits to these carriers is obvious. They see the dollar benefits each and every morning when these huge trucks carrying 15,000 to 25,000 pounds each roll in with the shipments.

These figures are really just a scratch on the surface of the unbelievable volume of air freight which could be generated with a truly concerted joint selling and advertising effort between the truck and air carriers.

There is another group of air carriers who may feel that the truck-air service is diverting freight from THEIR cargo holds. Well, in actual fact, a good percentage of truck-air shippers are former ocean shippers, and this is cargo which the domestic air carrier could not handle, if for no other reason than rate structures.

The facts will substantiate that many of the cargo services which are operated from this great airport are maintaining fuller schedules because of truck-air than they could without it . . . Truck-air service is as much a cargo adjunct of the air carriers as the travel agent is in generating passengers for these same airlines.

As you well know, some of the most important Latin American markets have disappeared and are not destined for reopening in the near future. Truck-air into Miami shows a definite upturn, and it is extremely possible that in time, with the proper cooperation from all parties concerned, this new service will develop enough shippers and markets to take up a good part of the slack caused by the fall off.

Today's businessman in Latin America is infinitely more astute than his father. The day of dealing through 75 different hands is a thing of the past. Today's Latin American businessman is informed, and flexible. He is now being approached on a daily basis by producers from all over the world with products which are in direct competition with us.

He has the freedom of choice, as he should. And it is in this great area of free, informed buying and selling that we North Americans have always operated best.

We must sell more to produce more . . . and when we produce more, we must improve our forms of distribution. That is exactly what the airlines and the truck-air carriers are both doing today -- improving the lines of distribution between the Americas.

**"Handling must be
expedited...less
costly"---Cooper**

The systems approach in commercial air cargo handling was born out of necessity during the late 1950's when the major aircraft manufacturers decided to undertake development of new turbine-powered cargo aircraft and, in so doing, provide the impetus for the long-awaited breakthrough in the air cargo market.

In marketing their versions of the proposed aircraft, the companies soon discovered that they had to offer something more than a faster vehicle with lower direct operating costs. They were forced to develop a completely defined cargo handling system for their aircraft and to project a complete picture of the economies of operating with such a system.

The system developed, in each instance, was probably the optimum for the particular airplane; however, little or no consideration was given to the compatibility of their systems with other new aircraft, or with any system existing or planned for converted DC-7As, 1049s, 1649s, DC-6s, DC-4s and other piston engine cargo planes.

In 1957, the Air Force took the initiative and awarded a study contract to define a universal materials handling system. This was designated the 463-L.

Utilization of the cargo on pallets and in containers was fully investigated, and two basic size packages were established. By the end of 1963, 463-L will be fully operational and the Air Force will have the most advanced materials handling system in the world.

Incoming freight will be received

at a fully mechanized and automated air freight terminal, where it will be documented, labeled and sorted by destination and priority. Powered and gravity roller conveyor lines will convey the packages to one of the build-up stations, where they will be stacked on a pallet. Once loading is complete and the cargo nets secured, the pallet will be moved to a weigh-

ing station and then to a storage or stand-by area.

All pallet movements within the terminal will be accomplished on pallet dollies. These dollies are equipped with casters to permit omni-directional movements for maneuvering in close quarters, and with roller conveyors to facilitate the transfer of loaded pallets to other handling devices.

"Total cost distribution

concept is growing"---Moore

There is emerging today within this country the beginnings of an understanding of the "total cost" concept of distribution. That is, briefly, a realization that each phase of distribution -- manufacturing, packaging, warehousing, selling, the maintenance of inventory and transportation -- should be examined with relation to its effect on the other phases and not necessarily as an end in itself.

Our South American friends, particularly the importers have recognized and applied this principle for years. They long ago saw how costs of capital tied up in inventory -- a particularly high cost factor in Latin America -- be reduced by shortening lead time through the use of air transportation.

In some instances, inventories of replacement parts have been eliminated altogether, with the dealer drawing on manufacturers' inventory utilizing air-delivery to service his customers. A reduction of overall cost, plus prompt delivery of replacement parts as well as a greater variety of consumer goods quickly available through air transportation, has helped the Latin American dealer expand his sales locally and thereby his imports from the U.S. and other countries.

This, then, is one example where through the speed of air transportation, trade has been stimulated. . . . Other than providing transportation for intra-country trading, what have the air car-

riers been doing to help develop this trade and thereby their own pay loads?

Latin America in 1960 purchased \$3,729,000,000 dollars worth of goods from the United States -- 18 per cent of our total exports. During this same period we imported \$3,960,000,000 worth of goods from Latin America -- 27 per cent of our total imports. These statistics sound impressive, yet they should be compared to other trading areas. . . . Canada, with a population of slightly more than 17,000,000, purchased \$3,632,000,000 worth of goods from the U.S., or 97 per cent as much as all nations of Latin America combined, with a total population of approximately 185 million. . . . I mention this only to demonstrate the tremendous potential for the growth of Western Hemisphere trading. Latin America is expected to have a population of more than 300,000,000 by 1980.

Much of the importing and exporting done in Latin America is performed by relatively small companies with limited capital. They cannot afford the expense of establishing their own outlets in the United States, and in many instances cannot afford even the basic research necessary to appoint competent sales or purchasing agents.

We in Pan-Am are trying to help in this regard, and have established a department known as the World Wide Marketing Service -- a service de-

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signed to assist a potential exporter in finding a market suitable for his product and placing him in contact with potential distributors in these markets. The same service is provided in reverse for importers.

Most of you know the difficulties facing the air carrier operating in Latin America in finding return loads. A good share of our sales activity in our Latin American offices has been directed toward finding locally produced commodities suitable for air transportation. We have found buyers for these products, with resultant traffic for our northbound schedules.

We have successfully assisted more than 6,000 firms since we started this service in January, and a good share of these companies are presently trading between the Americas.



George Moore

Marketing is not an easy task. It requires a knowledge of geography -- both political and physical -- financing, merchandising, distribution, and above all, a sympathetic knowledge of the country. This sympathetic interest is most important. You will need a representative able to speak, read and write the native language. He will need the virtue of patience because market development is a long-range project. He will require a sense of diplomacy and he must have an interest in the country.

You would be surprised at the number of American salesmen trying to sell in Latin America who not only cannot speak the native language but know very little of local customs and of the people.

While Latin America is still overwhelmingly rural, there is steady progress toward urbanization. As this urbanization and industrialization of Latin America continues, there will be more and more manufactured goods available for export. All this will continue to increase the standard of living in all the Americas.

You can be sure the airlines will be right there -- helping to market these products and providing a rapid and efficient means of delivery to the buyer.

"Single shipping documents result of interlining"---Foxworth

The growing number of effective interline agreements makes possible one of the most important things in transportation -- one single shipping document to cover a shipment between any pair of points in the world.

This has numerous advantages. One of the most important is liability. It defines the carrier's liability jointly and severally while the shipment moves through any country, over any ocean, to its destination.

The second important thing to remember is the matter of insurance. Insurance may be obtained to cover the shipment from origin point to destination . . . again, regardless of how many countries or the distance involved.

Thirdly is the matter of advance information to the consignee. This can be transmitted from the point of shipment; the airway bill number will never change while the shipment is in transit. This, of course, is also reflected in tracing procedures. Tracing becomes easy because the shipment never changes identity.

When the shipment reaches transfer points, the single shipping document enables this consignment to be easily transferred from one carrier to another. We have a simple form called the Transfer Manifest, and the shipment, the airbill and other documents are merely transferred from one carrier to another by entering the airbill number, the pieces and the weight on this form. Nothing could be simpler.

Notwithstanding, there are certain responsibilities that must be recognized. The domestic carrier is responsible for making proper shipment of the material received at the origin point and move this traffic as quickly as possible to the gateway point. At the gateway point, he should make transfer as promptly as possible in order to insure the traffic being available for the earliest possible departure.

The international carrier has some responsibilities in this area. I think one of the most important is that he live up to the commitments that he has made. If he has promised that the shipment will be dispatched on a particular flight, this should be done if at all possible.

I also feel that the Latin American carriers should recognize a shipment that has been shipped by air from an interior point in the United States and give it some priority over traffic that has been moved to the gateway point by surface.

This traffic, I believe, should move on the first flight available, regardless of whether it has a reservation or not. You must recognize that the shipper in shipping this all-air consignment, has certainly considered that this is an important shipment, much more important than the same shipment that he might consign to the gateway point by surface. All parties concerned should make sure that this shipment is handled in an expeditious manner.

The interline air freight shipments from Europe to points in South America should be considered in the sales de-

velopment in Latin America. The Latin American carriers which do not have routes directly to Europe should sell the consignee on the routing of their shipments from Europe over the North Atlantic to New York, thence air to Miami for final shipment by air to South America. I should like to point out the fact that today there are numerous low specific commodity rates from Europe to New York which, combined with our existing rates, result in a low through rate between Europe and South America.

We must also recognize the fact that the cargo-carrying capacity of the North Atlantic carriers with the domestic carriers in the United States and Latin America from Miami to South America is many times greater than the capacity of the carriers between Europe and South America on the direct run.

Therefore, we should be able to offer a superior service, and at the same time a lower rate.

This we must achieve with utmost dispatch.

"We must sell the concept of

air freight first"---Hood

When invited to speak before this group, I recommended a representative of our International Department. Your host advised me that you were not primarily interested in the technicalities of international air shipping, but how the all-cargo carriers, or in fact how all the air carriers, could aid in Inter-American airfreight.

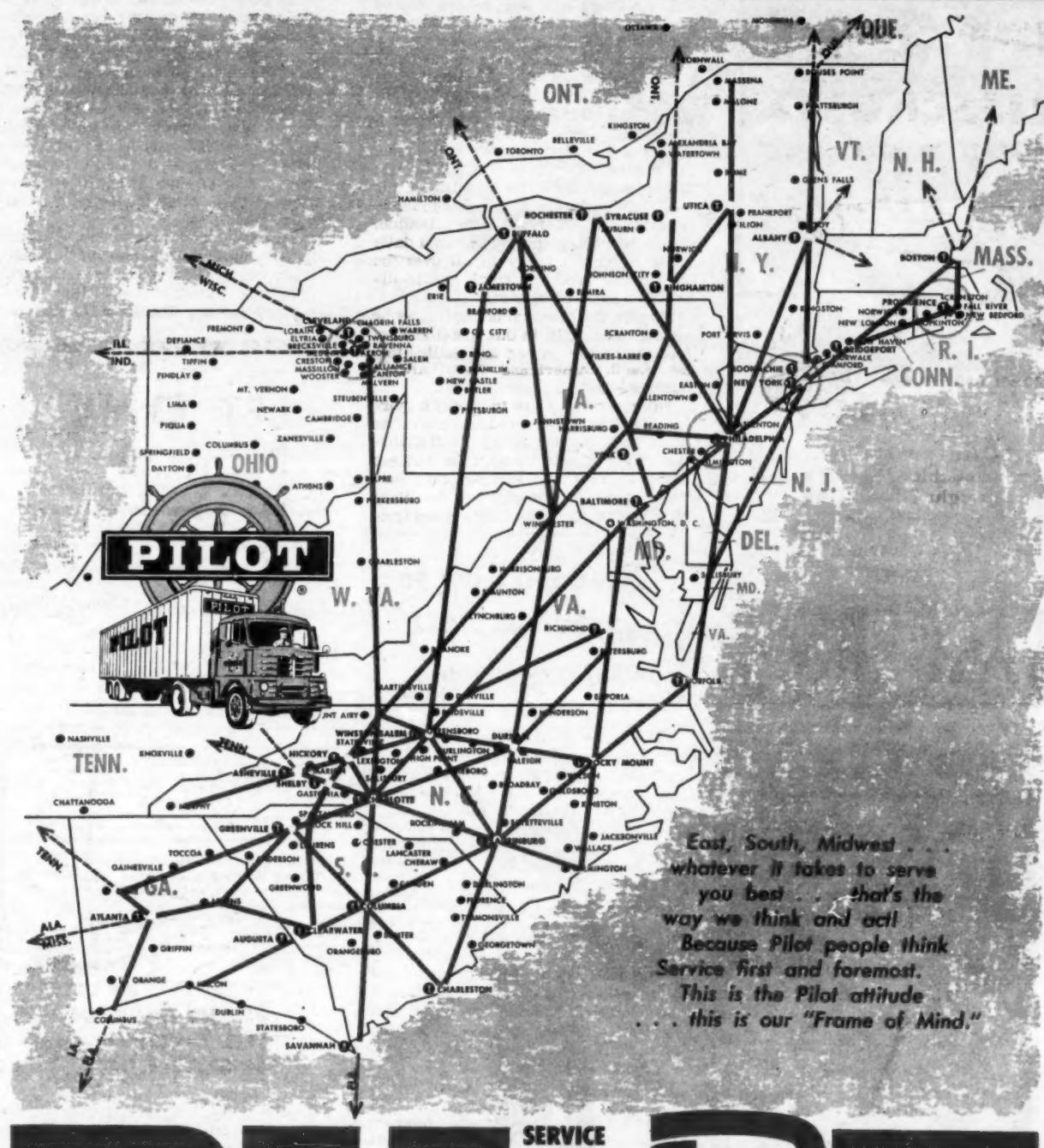
On the surface, or perhaps I should say in the air, it appeared to be a fairly easy task.

It would be a relatively simple matter to illustrate the humble beginning of the scheduled airlines; inadequate airplanes, inadequate facilities, inadequate navigational aids, etc. How each improved. Finally, with the DC-3, the airlines began to come into their

own. With this airplane they could do everything - carry 21 people in the greatest luxury, navigational aids were improved and even shiny new ticket counters appeared. Maintenance was up-dated, uniformed personnel was everywhere. The airlines were here to stay. This was the GOLDEN AGE. The airlines even began to carry small packages of freight. It appeared that they might even be able to show a profit by pooling their various commodities, passengers, mail, express, and I almost forgot their most important commodity, GOVERNMENT SUBSIDY.

World War II then came along and

(Continued on Page 17)



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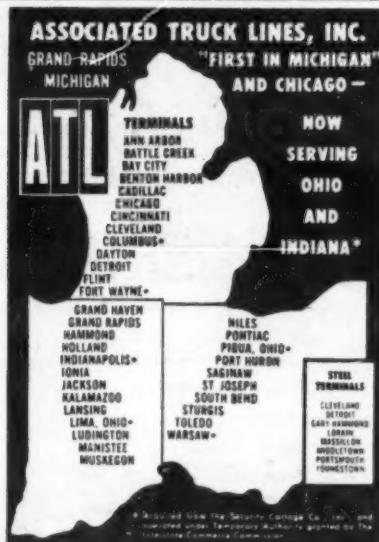
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T.A.I. (Transports Aériens Intercontinentaux) has inaugurated DC-8 jet hops on a new schedule from Los Angeles and Honolulu to Tahiti.

Under the new timetable the French airline's DC-8 jet service leaves Los Angeles every Thursday. T.A.I. jet flight, TI 89, departs from Los Angeles International Airport at 1:00 a.m., and arrives at Fa'a'a Airport, Tahiti's modern jet center, at 7:20 a.m., local time, the same day. Flying time for the 4,073 mile route is 8 hours, 20 minutes. Time difference between Los Angeles and Tahiti is 2 hours.



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MARKING HEADACHES VANISH when you use this marking device. Check 25.

SMALL SHIPMENTS GET BIG SERVICE when you turn them over to this leading trucking company. Find out what it can do for you. Check 26.

UP - TO - THE - MINUTE facilities, equipment and procedures make this truck line one of the best in the business. Check 27.

UP - TO - THE - MINUTE facilities, equipment, and procedures make this truck line one of the best in the business. Check 28.

YOU CAN'T SELL GOODS IN TRANSIT! And this highway carrier assures you the smoothest highway hauling possible. Check 29.

SAFE HANDLING, dependable service are yours when you ship via this tip-top motor freight carrier. Interested? Check 30.

SYMPOSIUM

(Continued from Page 15)

technological changes were very rapid. Long distances and fast speeds became a necessity. The four-engine airplane was the answer. The C-54 was the logistic workhorse. It proved that people and cargo could move in the same airplane - separately or at the same time.

With the end of World War II, surplus airplanes were available to everyone. The certificated airlines loaded up, the all-cargo lines and the non-skeds came into being. Everyone was going to make a mint of money. The sky would be black with thousands of airplanes taking people and goods from every place to every place. This was the GOLDEN AGE.

We all know this did not work out. Many bright dreams went down the drain. Some of the combination carriers that had converted DC-3s and DC-4s to air freighters had learned an expensive lesson in air freight. Back went the seats. Many of the all-cargo carriers folded.

Next came the age of the Connie, the DC-6 and the DC-7. These were the answer. Three-hundred miles an hour in pressurized comfort. Costs would be lowered. Seventy to one-hundred people in one airplane. This was truly the GOLDEN AGE. Things did look encouraging, but still the only way you could ship air freight was on the combination airplane or on a converted passenger airplane. Air freight rates were high and, I might add, service was not always perfect.

The prop jet and the pure jet came next. The race was on. Who would be the "firstest with the mostest"? Airline presidents hocked their souls for this fancy new equipment. Six hundred miles an hour, forty thousand feet, 120 to 160 passengers, 5 to 15 thousand lbs. of freight. Even all-cargo planes became available. Big prop jets, truck bed level loading, both fore and aft, swing tail versions. We hadn't seen anything. This was truly the GOLDEN AGE. Everybody got everything they wanted except one thing - PAYLOADS. When you have big shiny new airplanes, not paid for, payloads become a necessity. The airlines turned to Madison Avenue boys who could solve everything. Millions of dollars were thrown out of the window. Full page ads began to appear - our airplanes are shinier, our steaks are more tender, our champagne is colder. "POPYCOCK". Never has the industry paid more for less. The airlines began to clamor for higher fares. Can you imagine capturing new markets by raising fares? Promotional fares were then tried; clergy, students, etc. Did they generate new customers or just swap them from one airline to another?

We, in air freight, were busy also. We ran ads. The "Break Through" was just around the corner. We filed commodity rates, we jockeyed for position, we published statistics showing terrific gains in traffic. Let's face it. 200% of nothing is still nothing. Who were we kidding? We swapped traffic.

The freight forwarders were busy too. MOST OF THEM told the customers they were the answer to the shippers' prayers. They could do everything the direct air carriers could do except better and at a CHEAPER rate. They told the C.A.B. what a good job they could do. One call pick-up to anywhere. Police the shipment from door to door, report en route progress and could see the product better than the staffs of the direct air carriers (at cheaper rates). Let's face the facts - how much "NEW" air freight did they generate? Most of them, and there are a few exceptions, went after the customers of the direct air carriers. Not the small shippers either; the big ones in order to make the high weight breaks.

freight forwarding

It has been said that Riddle Airlines is anti-freight forwarder. I would like to take this opportunity to clarify the matter. Riddle Airlines is not anti-freight forwarder. Riddle Airlines is anti-freight forwarder taking our customers and playing one carrier against the other - ratewise. We are for weight breaks - you must have them - however, not at a lower rate at the same breaks for our customers. I don't think you, as an industry, want this kind of business. You are interested in generating new business as our the direct air carriers. We want to work with you. We want to play the same game in the same ball park with the same set of rules.

Rate wars break out. Some airlines are now moving air freight at less than their "direct operating" costs. Is this the "break through"? Is this the answer to our problem? The answer is emphatically "NO". There is not a representative of an air carrier or forwarder in this room that could not use more business. We are all suffering from the same common disease. "LAGGING LOAD FACTORS". What has caused this horrible disease and what is the cure? Gentlemen, the disease was caused by one simple thing - "OVERCAPACITY". The cure is not so simple.

It's time we turned our heads around and really went to work on the cure. It won't be by running ads, pirating from each other, etc. It won't be cured entirely by cutting rates. In fact, when you realize that of all the goods moved, we in aviation, handle only a fraction of 1%. Frankly, if we were to cut our rates in half, I don't believe we would reach the "BIG BREAK THROUGH".

Our number one problem, gentlemen, is "MARKETS". Let's put our shoulders together and begin to create "NEW MARKETS". Let's put the manufacturer and customer together. Some airlines are beginning to lean in this direction, but it must be a unified action.

A few years ago Riddle Airlines took a group of Miami manufacturers and their wares to Puerto Rico. The venture was quite successful. We need more of it.

Let's join hands with our Latin Brothers, get better acquainted, visit their countries, learn their customs, their needs, invite manufacturers representatives to visit. Teach them how to market their wares in Latin America. Introduce new products in this country. Sell the CONCEPT OF AIRFREIGHT first; then your service.

Our second problem is costs. They must be reduced. New equipment will help; however, it is not the complete answer. Consolidation is absolutely necessary. Think of the hundreds of people and millions of dollars in facility and ground equipment we have invested in New York and Miami alone. Think of the savings if we occupied a common terminal, one group of ground handling equipment, one pool of manpower.

Gentlemen, we have already begun. Air Cargo City here in Miami is our first step. We are negotiating General Sales Agency Agreements with many of the Latin American Air Carriers serving this area. Our sales force in the United States, Europe and the Far East will market their service. They, in turn, will market ours in their countries. We will handle their warehousing, their loading and unloading, their maintenance and their dispatching. Other innovations will be announced very soon.

Cooper-Jarrett makes
top level shifts

A realignment of top management in Cooper-Jarrett, Incorporated has been announced by Robert E. Cooper, Jr. Mr. Cooper, founder of the firm in 1934, will continue as chairman, and also will reassume the posts of president and chief executive officer which he relinquished to his brother, Guy D. Cooper, in July, 1959. Guy Cooper died suddenly on October 11 while attending the American Trucking Associations Convention in Washington, D.C.

Fred Johnson, previously vice president-operations, has been elected executive vice president of the trucking company. He also will serve as a director on the nine man board. His headquarters will continue to be in the Chicago home office.

Mr. Johnson first joined Cooper-Jarrett in 1939 as assistant to Guy Cooper. Except for service in the U.S. Army Air Corps and a year with Goodyear Tire and Rubber Company, he has spent his entire business life with the motor carrier firm, primarily specializing in operations.

A native of Kansas, Mr. Johnson attended the state university of Lawrence.

Mr. Cooper has continued active in the daily administration of the company during his tenure as chairman, making his office in Cooper-Jarrett's eastern headquarters here.

Cooper-Jarrett was the first motor carrier to be listed on a national (American) stock exchange. It has 15 terminals and operates in 15 states, and by interchange, from coast to coast.

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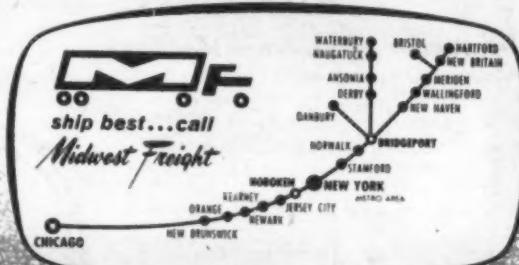
Tired of excuses and delays? Want to be SURE your shipment arrives on time and in good condition at its destination? Then ship MIDWEST - the line of dependable, personalized service. Only MIDWEST offers consistent third morning service between Chicago and New York City because only MIDWEST has no intermediate stops... can highball your shipment straight through with personal service all the way.

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Transportation Newsmakers

Melvin W. Morgan has resigned from his position as Director of Field Services for Central Motor Freight Association of Illinois to become General Manager of Arbet Truck Lines, Chicago based carrier, effective November 1, 1961.

Morgan has an extensive background in truck transportation and served as safety director and system operations executive of Liberty Motor Freight Lines and Chicago district manager for Super Service Motor Freight Co.

Emil Arbet is president of Arbet Truck Lines, a short haul truckload carrier, operating in Illinois, Indiana, Michigan, Ohio and Kentucky.

Kenneth R. Peterson has been appointed purchasing manager-Fruehauf Division, Fruehauf Trailer Company. Formerly assistant director of purchases, Mr. Peterson joined the company in 1940, serving in its sales, billing,



Kenneth R. Peterson

and contracts (government) departments. From 1951 to 1959, moreover, he handled the duties of administrative assistant to the president.

George D. Larsen has been appointed sales representative at the Spector Freight System's St. Paul (Minn.) ter-

minal. . . New assignments at Consolidated Freightways: Robert Gruver, named District Sales Manager for the Milwaukee District; William Sproat, upped to the post of Philadelphia sales manager; Robert Welch, selected as a sales representative for San Jose; Fred J. McFall, named a sales representative for Salt Lake City; and Donald A. Wynn, appointed sales representative for Dayton.

Appointments at Ringsby Truck Lines, include: Allyn N. Lockwood, named St. Louis district sales manager, and C.W. Ingram, appointed manager of the Ringsby Refrigerated Division's Omaha terminal. . . The Fruehauf Trailer Company's Kansas City branch has a new manager, William Eden, Mr. Eden is a member of the Motor Truck Owners Association and is affiliated with the Kansas Motor Carriers and Missouri Bus & Truck Associations.

Robert J. Bernard has been appointed commerce attorney of The Greyhound Corporation. Mr. Bernard has been an attorney since 1954 with the Association of Western Railways, participating in proceedings before the Interstate Commerce Commission. He formerly was an attorney-examiner with the Interstate Commerce Commission in Washington, D. C.

Mr. Bernard also was chairman of the Railroad Transportation Institute and served several years on its steering committee. He is currently on the legislative committee of the Interstate Commerce Commission Practitioners group.

Arthur B. Cascone has been named eastern regional sales manager for Highway Trailer Industries, Incorporated. As eastern regional sales manager, Mr. Cascone will direct the activities of Highway's field sales force and franchised distributors in the eastern seaboard states. He will also continue his

present position as manager of Highway's Newark (N.J.) factory branch. . . Lee O. Hays has been named acting traffic manager at the Maytag Company. Mr. Hays joined Maytag as a general trainee in June, 1953, later became a traffic auditor, and since November, 1957, had served as assistant traffic manager. He currently is a director of the Central Iowa Transportation Club.

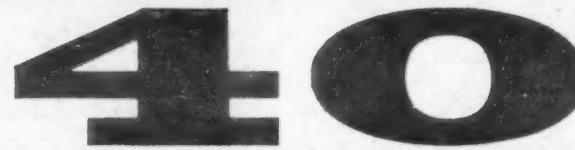
Donald J. Peterson, formerly of Houston, has been appointed Japan Air Lines district sales manager in Dallas . . . David F. Hall has been named Baltimore terminal manager for the Spector Freight System. Mr. Hall will supervise terminal operations and sales in the Baltimore area for the Chicago-based motor freight carrier. The terminal, at 6420 Erdman Ave., is one of the largest in Spector's network of 41. Formerly terminal sales manager, Mr. Hall has been with Spector since 1955. Prior to that he was associated with other trucking companies. In 1958 he received the company's Distinguished Salesman's Award. He is a member of Delta Nu Alpha transportation fraternity and the Traffic Club of Baltimore.

The International Harvester Company has established a regional truck sales office in Kansas City, Missouri. Heading the new unit: R. C. Brown, West-Central International truck regional sales manager. Under his direction, the office will oversee the company's motor truck operations in Missouri; Kansas; Colorado; Wyoming; Oklahoma; Arkansas; and part of Nebraska.

ADVERTISERS INDEX

Armellini Express Lines.....	13
Asphalt Institute, The.....	16
Associated Truck Lines, Inc.....	16
British Overseas Airways Corp....	6
Central Motor Lines, Inc.....	9
Chicago Express, Inc.....	4
Chippewa Paper Prod. Co., Inc....	9
Cushman Motor Delivery Co.....	9
Delta Air Lines.....	9
Denver Chicago Trucking Co., Inc....	5
Eastern Express, Inc.....	2
Gordons Transports, Inc.....	3
Greyhound Package Express.....	8
Hancock Trucking, Inc.....	14
Hansen Mfg. Co., A. L.....	16
Hoover Motor Express Co., Inc....	14
Interstate Motor Lines, Inc.....	19
Lifschultz Fast Freight.....	14
Midwest Freight Forwarding Co., Inc.....	17
Pilot Freight Carriers, Inc.....	15
Ringsby Truck Lines, Inc.....	12
Society of Packaging & Handling Engineers.....	16
Spector Freight System, Inc.....	7
Speedy Chemical Products, Inc.....	17
Strickland.....	14
Trailmobile, Inc.....	10-11
Victorville-Barstow Truck Line....	9
Watson Transportation System....	20
Western Gillette.....	18
Wilson Truck Co., Inc.....	18

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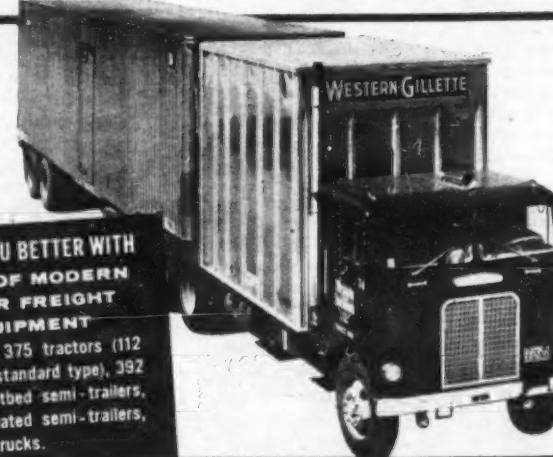
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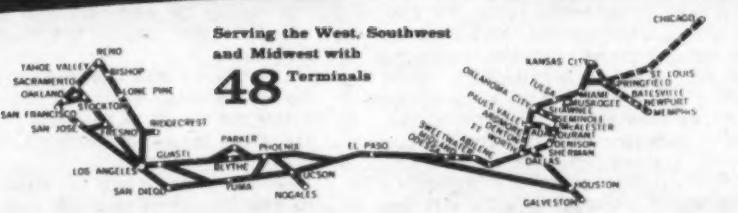
Four decades of motor freight experience back up our promise of fast efficient service. Seven days a week, 24 hours a day, Western Gillette rushes LTL and TL shipments to destination. And in recent years refrigerated freight has become a specialized activity at Western Gillette, now operating 145 mechanically refrigerated trailers. Remember, when you ship with Western Gillette, all types of freight gets the protection and fast service that comes with 40 years of freight handling experience. Get all the facts from your local Western Gillette terminal or contact Western Gillette at 2550 East 28th Street, Los Angeles, California or 2311 Butler Street, Dallas, Texas.

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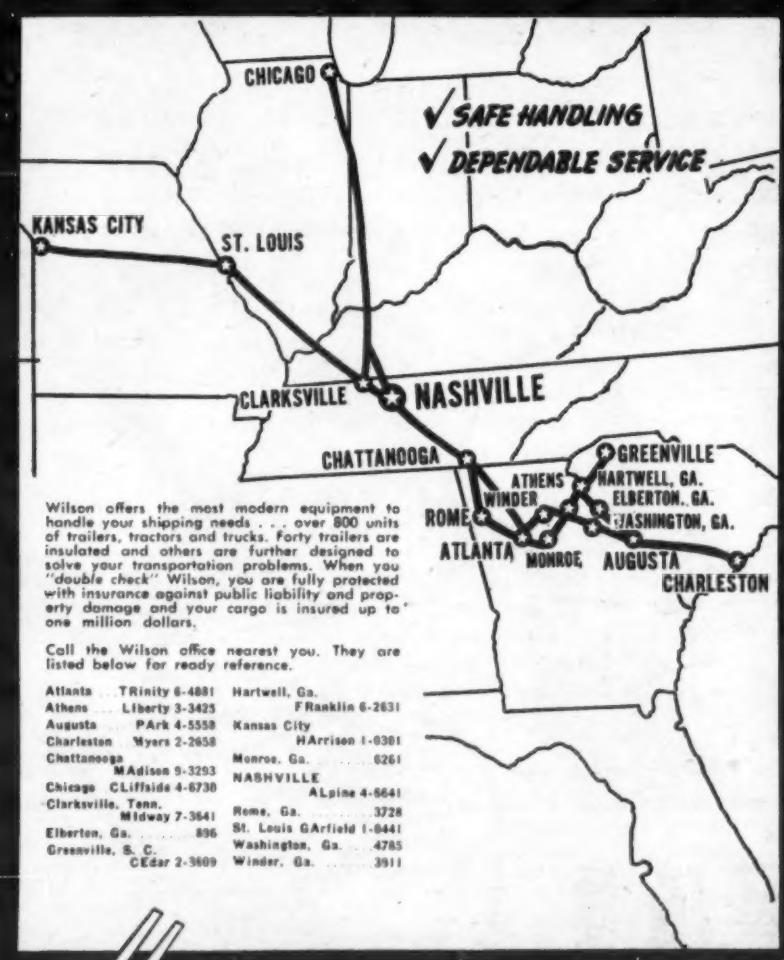
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1435 UNITS OF MODERN
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Including: Highway fleet: 375 tractors (112
dromedary tractors; 263 standard type), 392
van semi-trailers, 40 flatbed semi-trailers,
145 mechanically refrigerated semi-trailers,
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Serving the West, Southwest
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48 Terminals



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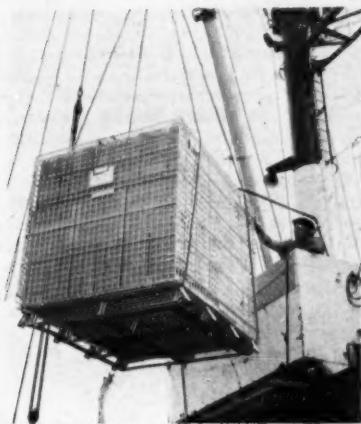
WILSON TRUCK COMPANY, INC.

CHECK NO. 28 ON HELP-O-GRAM COUPON

Tip-top container expedites shipping at Schering Corporation

The welcome mat is always out at the Schering Corporation for promising new ideas in distribution. And the Bloomfield-Union (N.J.) pharmaceutical house has never been sorry that it pursues this policy!

Over the years, thanks to Schering's willingness to give fresh concepts a "fair shake," the firm has successfully combated rising transport costs, lent new "zip" to its shipping operations, and provided its far-flung customers with better and better service.



Schering's latest "gamble," however, may well prove to be one of the most important steps the company has ever taken.

In a big "first" for the pharmaceutical industry, Schering recently purchased a unique, collapsible fused-steel container. Dubbed the "Securitainer," the unit is endowed with an inside capacity of 110 cubic feet and stands 6'-6" x 4'-8" x 4'-6".

Motor Freight Classification

A-6 ready, Freund reports

F. G. Freund, Issuing Officer of the National Motor Freight Classification, reports that Classification A-6 was issued October 21st. It has been filed with the Interstate Commerce Commission and over 40 state regulatory commissions.

Scheduled effective date: last November 20th.

Since the distribution of almost 26,000 copies of the massive 585 page publication required considerable time, Mr. Freund points out, 60 days notice ---between issue and effective dates ---was provided. This was done to make certain that all subscribers of record would receive their copies no later than November 20th, to comply with tariff posting requirements.

In addition to the matter usually contained in a re-issue, new Classification A-6 also remembers all of the Classification "Rules" in essentially the manner suggested by NMFTA's Standing Committee on Form and Construction of Tariffs and approved by the National Classification Board as a result of its public docket hearings. Rule 115 (formerly Rule 34 in Classification A-5) as approved by the National Classification Board, is included in the new Classification A-6 and requires the changing of each and every "volume minimum weight" and/or truckload "minimum weight factor" to a new "point one" or "point two" weight factor for application under the revised rule.

Mr. Freund also warns motor carrier participants in Classification 15 that Classification 15 is being cancelled in its entirety, effective December 31, 1961, and that the cancellation reference contained in Supplement 22 to Classification 15 cross-references the tariff user to Classification A-5 - or successive issues thereof - for provisions to apply. Classification A-6, being a successive issue of Classification A-5, will therefore have application when the cancellation of Classification 15 is effected.

Rowan E. Waddy, Qantas' manager in New York for the last three years, has been appointed manager, Honolulu of Australia's round-the-world airline. Taking over from Mr. Waddy, at the Qantas office at 542 Fifth Avenue, New York, is Harry G. Plant.

Not too long ago, put through its first "trial by fire" the container scored an outstanding triumph. Filled with a variety of drugs, the "Securitainer" was placed aboard a Grace Line cargo-passenger liner and shifted to the Schering Corporation Pan America, in the Colon Free Zone.

Condition of the drugs upon arrival at the Schering affiliate? Perfect.

Reports W. H. Conzen, Schering Vice President for International Operations: "The containers were safer and easier to handle, especially at pier deliveries and loadings and unloadings. In the future, considerable dollar savings will be realized through reduced handling costs and lower insurance rates."

So delighted is Schering with the "Securitainer" ---produced by Securitainer, Incorporated, New York City--- that it will eventually have about 30 units in use. "We plan to ship them between our Union (N.J.) warehouse and our overseas depots," Mr. Conzen explains, "and anticipate that each will make about 12 trips per year."

Schering is not alone in its enthusiasm for the "Securitainer." Other companies around the nation are just as interested, either in the marine "Securitainer" or its air shipping version.

Designed for ocean-shipping, the "Securitainer" is mounted on skid plates and features four-way truck entry. (The Schering unit is a marine "Securitainer," modified to meet the drug concern's specific needs.) It is available in a variety of sizes. Only condition: that width exceed height by four inches, thus allowing for easy, efficient folding.

Put through its paces by the Panama Line, over a 24-month stretch, the container came through with flying colors. Despite rough-and-tumble handling, and use under all weather conditions, the water carriers container was still in ship-shape condition following its ordeal.

Reported one Panama Line official: "Our containers have withstood rather rough handling by fork-lift trucks, cargo hooks, and the like. At the present time, though, they have required no expenditures for repairs. Galvanized surfaces, moreover show little or no rust..."

"In general, the "Securitainer's" durability and security makes it a very satisfactory packaging and shipping unit."

George J. Dickey has been named assistant to the president of Mack Trucks, Inc., according to Nicholas Dykstra, president and chief executive officer. Until recently Mr. Dickey was vice president and general manager of General Dynamics Corporation's Electronics Division with headquarters in Rochester, N.Y. Prior to that he was associated with Johnson & Johnson, New Brunswick (N.J.), as chief engineer.

Spector purchases 100 Fruehauf volume vans

One hundred new 40-foot high cube volume van trailers have been purchased by the Spector Freight System, marking another step in the modernization program of one of the nation's largest trucking companies.

Roy Pfeiffer, vice president - line haul, says the Fruehauf Trailer Company completed delivery of the new trailers early in October. They have joined the company's general dry freight fleet throughout the area served by the Spector system.

About 200 of the company's 35-foot units, meanwhile, are being modified as 40-foot trailers. When this phase of the program has been completed, Spector will have 1,400 trailers on the road, all of them modern.

In addition to dry freight vans, the fleet includes standard refrigerated equipment; meat railers; open tops; and units with removable sides.

Things are buzzing at Ringsby Truck Lines! Recent personnel shifts include a series of top level management promotions, involving the naming of five new vice presidents.

N. H. Grayson has been named vice president and general manager of Ringsby's Refrigerated Division; Grant A. Nelson, vice president-claims; David Newton, vice president and general manager --- Bulk Commodities Division; Glenn Rowley, vice president-line operations; and J. F. Trimmer, vice president-personnel and safety.

GET ADVANCE INFORMATION on delivery time of your shipments

Giving increasingly faster, positive TRANSPORTATION CONTROL IML now has 24-hour TEL-A-

KOM in operation to better bring instant communications and elbow-to-elbow coordination of shipments across the 12,357 mile IML system. Ship-
ment control and advance delivery information is provided at
IML offices in New York City, St. Louis and Seattle
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The new, instant direct distance dialing system augments
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of this valuable and
free total service?



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SALT LAKE CITY, UTAH

Trucking News & Views

NMFTA OFFICERS

Named to lead the National Motor Freight Traffic Association for the next year: Ray Wilson, Red Ball Motor Freight, chairman; J. S. Russetta, Spector Freight System, first vice chairman; and F. G. Freund, secretary and executive director.

Members elected as regional directors and the region they represent are:

Region 1 (The States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut and Rhode Island)-G. C. Shea, H. P. Welch Co.

Region 2 (The States of New York, Pennsylvania, New Jersey, Maryland, Delaware, Virginia and the District of Columbia)-N. P. Sterling, Davidson Transfer & Storage Co.

Region 3 (The States of Ohio, Indiana, Illinois, West Virginia and Michigan) J. S. Russetta, Spector Freight System, Inc.

Region 4 (The States of North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee and Kentucky)-C. H. Davis, Akers Motor Lines, Inc.

Region 5 (The States of Missouri, Kansas, Iowa, North Dakota, South Dakota, Minnesota, Nebraska and Wisconsin)-L. M. Dean, Husmann & Roper Freight Lines, Inc.

Region 6 (The States of Oklahoma, Louisiana, Texas, Arkansas and New Mexico) Ray Wilson, Red Ball Motor Freight, Inc.

Region 7 (The States of Colorado, Utah, Nevada, Wyoming and Idaho)-C. J. Sams, Garrett Freight Lines, Inc.

Region 8 (The States of Montana, Oregon, Washington, California, Arizona and Alaska)-O. H. Fraley, Consolidated Freightways, Inc.

Directors at large are: D. W. Beatenbough, Ryder Truck Lines, Inc.; W. P. Downey, Eastern Motor Dispatch, Inc.; G. G. Heller, Branch Motor Express, Co.; Julian Hooper, Super Service Motor Freight Co.; H. E. Howell, Associated Transport, Inc.; A. F. Mathews, Consolidated Freight Co.; C. J. Neuendorf, Neuendorf Transportation Co.; K. T. Sheehy, Denver-Chicago Trucking Co.; A. W. Stout, Eastern Express, Inc. and D. J. Watts, McLean Trucking Co.

At the same recent meeting the Association also authorized its subcommittee on the Development of an Educational Program to meet with prominent educators in an effort to establish an educational program for top and middle management traffic personnel on a local or regional level, controlled by the central agency of the Association.

The National Classification Committee, a standing autonomous committee of the Association, elected A. W. Stout to the chairmanship for the coming year. Mr. C. J. Sams was chosen to serve as first vice chairman and C. H. Davis as second vice chairman. F. G. Freund was elected to continue as secretary to the Committee.

The Classification Committee, in an important step, authorized the staff and counsel, in cooperation with the National Classification Board, to include on the public docket, a proposal calling for the establishment of a new rule in the Classification, providing in essence that on freight having a prior or subsequent movement by air, the motor carrier's liability for damages shall be limited to the same extent as that of the carrier by air; and that appropriate application be made to the L. C. C. for any Released Rates or other authority required to accomplish this end.

Representatives of Air Cargo, Inc., met with the NMFTA Airfreight Special Committee and explained their Air/Truck program and its potential, and expressed the hope that motor carriers considering the Air Cargo program would not refrain pending the outcome of NMFTA's application as it was generally agreed the processing of such application would take considerable time.

HIGHWAY SAFETY

Ten men have been certified recently for executive and supervisory positions in trucking company safety depart-

ments, the National Committee for Motor Fleet Supervisor Training reports. An eleventh man earned certification as a trainer of commercial drivers.

Each of the men who were certified were found to meet the "high standards established for their respective levels of motor fleet safety work", the committee says.

Certification is based on the candidates' experience and training in the field of safety. Completion of regular courses of study in the area of traffic safety and personnel administration is a requirement for certification.

Candidates' qualifications are reviewed by a six-man certification subcommittee which is comprised of representatives of the education, insurance, bus, and trucking fields, with one member at large. The sixth member is designated by the ATA Council of Safety Supervisors.

Certified as motor fleet directors of safety: James B. Connors, Dairy Transport Co., Somerville, Mass.; Roman F. Diekemper, American Insurance Co., St. Louis, Mo.; Forrest E. Jones, Allegheny Freight Lines, Winchester, Va.; Harold Payne, Buckingham Freight Lines, Rapid City, S. D.; Ewart G. Pinder, Ontario Department

of Public Works, Toronto, Ont.; Warren E. Sommerfeld, International Transport, Inc., Rochester, Minn.; Gerald K. Ross, Frozen Food Express, Dallas, Tex.; and John J. Tama, Rodgers Motor Lines, Inc., Scranton, Pa.

Successful candidates for certification as motor fleet safety supervisors:

Robert C. Drummond, Transport Indemnity Co., of Los Angeles, and Frank Morgan, R. Laidlaw Lumber Co., Weston, Ont.

Cecil R. Lamm of Thurston Motor Lines, Inc., Wilson, N. C., has been certified as a trainer of commercial drivers.

PRIVATE CARRIERS

A compendium of Federal laws and regulations governing private carriers has been published by the Private Carrier Conference of American Trucking Associations. Produced in loose-leaf form, the compendium was compiled as a ready reference to the Interstate Commerce Act, ICC regulations and excerpts from Commission and court cases pertaining to private carriage.

The text includes also an authoritative commentary on various elements that make up the "private carrier law", so as to tie these elements together and show their relationship to each other.

In addition, there is a section dealing with Fair Labor Standards Act exemptions as they apply to the trucking industry, a section on Highway Motor Vehicle Use Tax Regulations and a

section on the use of radio by private carriers.

The purpose of the loose-leaf form is so that the work can be supplemented as the Commission issues new regulations, as new amendments to the Interstate Commerce Act are passed, or when new decisions of either the Commission or the courts are issued.

PILOT FREIGHT

Hats off to Pilot Freight Carrier's Road Drivers organization! The 411-driver unit was recently awarded a Certificate of Achievement at a luncheon sponsored by the General Motor Corporation, in connection with the Annual Convention of the National Safety Council.

Receiving the honor for the Pilot drivers: W. T. Gowens, Director of Industrial Relations.

The Award was based on the company's safe performance from July, 1960, through June, 1961. During that time the Drivers compiled a total of 24,590,144 miles and had an accident frequency rate of .64 against a national average of 1.25 per 100,000 vehicle miles of operation.

All accidents were counted in the contest except those occurring when a company vehicle was properly parked.

Winners were determined after an inspection of their records by an auditor appointed by the National Fleet Safety Contest Committee.

Some 2,500 fleets competed in the contest. They operated totally 295,000 vehicles and traveled six and a quarter billion miles.



Willing Hands

ALL MOTOR FREIGHT CARRIERS travel similar highways... operate similar or even identical equipment... load, unload, transfer at similar terminals. What sets one carrier apart from others? The spirit and competency of the people who man the equipment. Here at WATSON, willing hands pick up your freight promptly, handle it carefully, move it swiftly, deliver it on schedule. Willing hands at the wheel of new, modern over-the-road equipment... willing hands in the dispatcher's office... on docks and in terminals... at desks, telephones, in the customer's service department... everywhere, the willing hands of competent, experienced, professional men and women make the difference at WATSON!

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